January 1987

presstime

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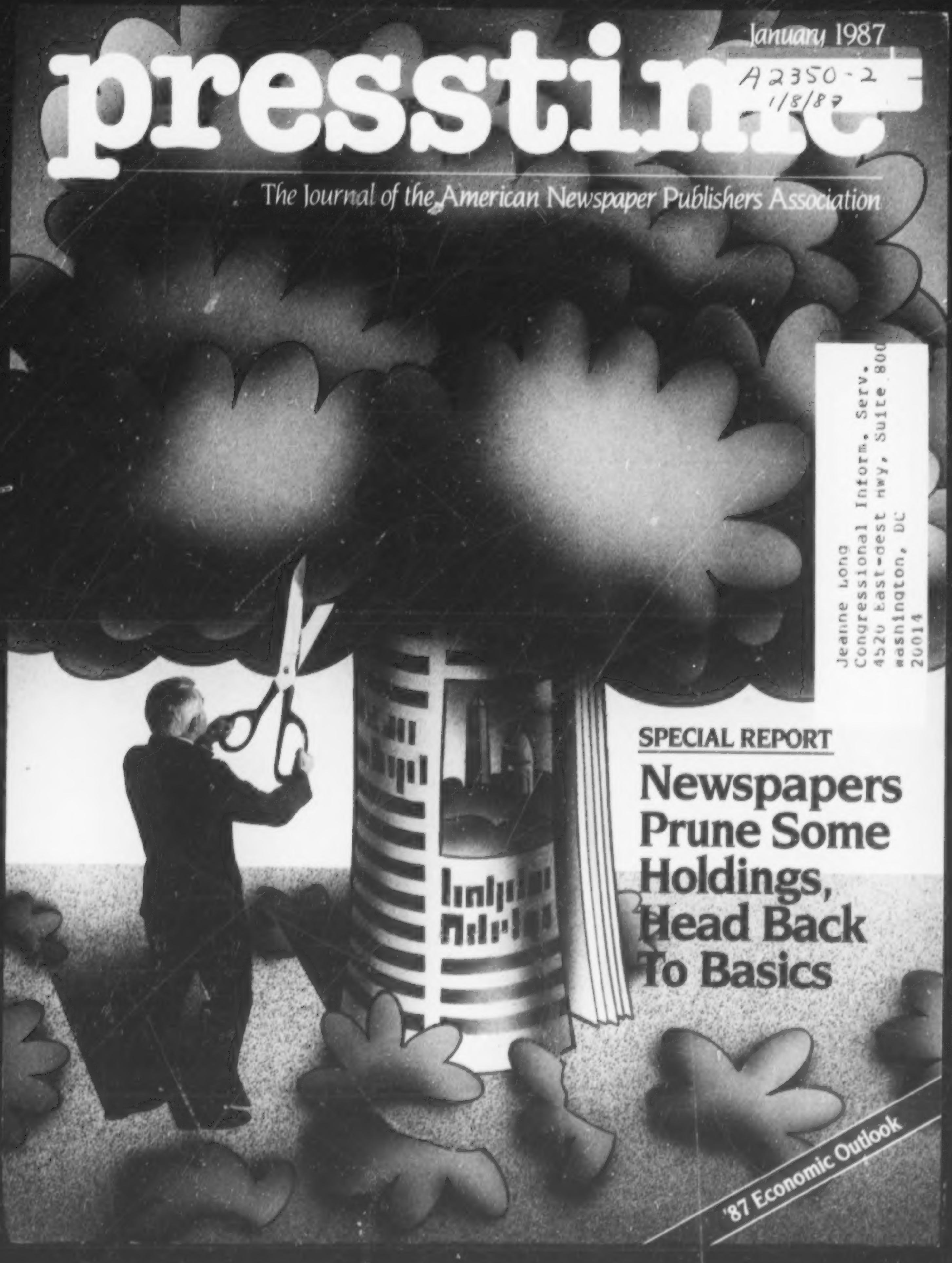

Jeanne Long
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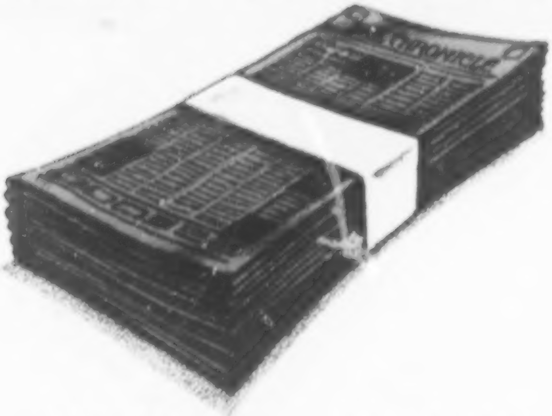
SPECIAL REPORT

Newspapers Prune Some Holdings, Head Back To Basics

'87 Economic Outlook

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



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Minnesota stuns No. 2 Michigan

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Reno Gazette-Journal

Sunday

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U.S. mercenary gets 30 years

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HOWARD

presstime

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Special Report *Having branched out into nonnewspaper fields years ago, many newspaper companies now are pruning back their properties. The drive to diversification has slowed, and the trend now is "back to basics"—print publishing, and to a lesser extent, broadcasting. In concentrating on their core businesses, newspapers are reflecting a trend in industry in general: "to dance with the one who brought you." Cable TV companies, newsprint mills and videotex ventures are among the ancillary businesses being divested.* 22

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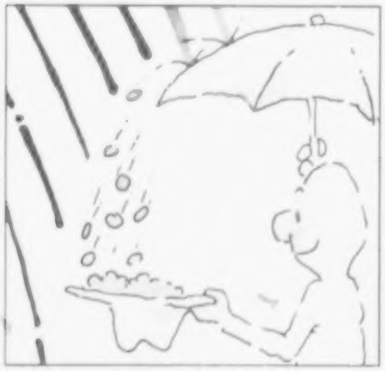

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CHAIRMAN'S CORNER

ANPA Foundation leads the way in many vital programs

Literacy projects. Minority opportunity programs. "A Celebration of Citizenship."

Add these to ANPA Foundation's regular agenda of Newspaper in Education, journalism education and First Amendment programs, and it becomes obvious that the pace of activities at our Foundation has quickened considerably.

The Foundation has developed a variety of programs to help newspapers get involved in local literacy campaigns. A hard-hitting slide show, used in presentations to newspaper organizations last year, now is available for use by local newspapers in their own communities. A development packet has gone to all newspapers, filled with suggestions, articles, ads and comics for use in setting up literacy programs.

Through training seminars and on-site visits, the Foundation offers every newspaper an opportunity to serve its community and itself through literacy projects tailor-made to local needs.

ANPA members also have responded to the call for special programs to enhance opportunities for minorities in newspapering. More than $600,000 has been pledged to the five-year Foundation effort.

A manual on recruiting and retaining minority employees has gone to all newspapers. The new Newsletter on Minorities in the Newspaper Business goes to 13,000 newspaper professionals. Work of the intra-industry task force has increased attention to minority concerns in the form of job fairs, convention presentations, ad campaigns, employment surveys, a speakers bureau, and a seminar for CEOs on hiring and advancing minorities. Latest among these projects is a mentor program matching minority high school journalists with reporters at local newspapers.

Alvah H. Chapman Jr.

The first *total-newspaper* job fair last fall brought representatives from 95 news organizations to Boston to talk with 246 minority applicants.

And as we move into 1987, the bicentennial of the U.S. Constitution offers newspapers an opportunity to honor both the document and the entire system of government for which free speech and free press stand as the cornerstone. ANPA Foundation will provide curriculum materials, articles, promotional art and advertisements throughout this bicentennial year.

On Sept. 16, in cosponsorship with press and education groups and the Commission on the Bicentennial of the U.S. Constitution, the Foundation will help organize a day long "Celebration of Citizenship" to be offered to every school in the country in preparation for the next day's 200th birthday observance. (See story, p. 47.)

We owe a vote of thanks to Ed Heminger of The Courier, Findlay, Ohio, and Charles Brumback of the Chicago Tribune Co., in their roles as chairman and vice chairman of the Foundation Trustees, respectively, for guiding these vital new programs. These moves toward literacy, equality and a more active citizenry will not succeed overnight. We need to commit ourselves and our organizations to them for the long term. Our Foundation is pointing the way.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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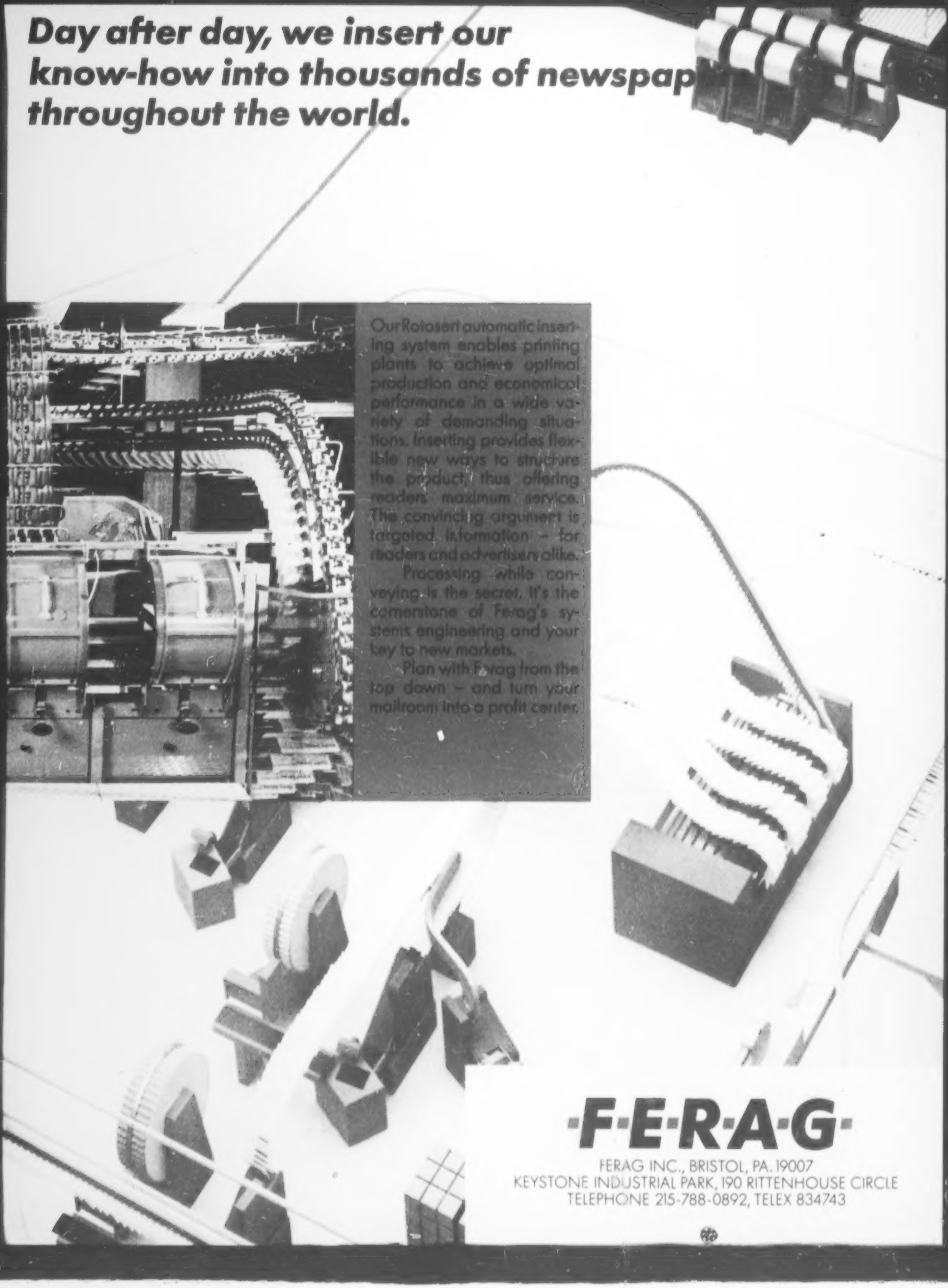

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NO BOOM, NO BUST

ECONOMIC OUTLOOK

1987 will be a year of modest growth for newspapers, with a better second half than first half, analysts predict

BY GENE GOLTZ
presstime staff writer

Despite continuation of a rather sluggish economy, growth in newspaper advertising will probably outpace the U.S. gross national product this year. And the economic outlook for newspapers appears brighter in the second half of the year than in the first half, most industry analysts say.

Overall, it will hardly qualify as a banner year for newspapers, the analysts predict. But they foresee no recession, no great inflation and a slight decrease in interest rates.

At the 14th annual PaineWebber Inc. conference on The Outlook for the Media, observers were virtually unanimous in predicting no big surprises for 1987, no sudden changes up or down, and little to cheer about—or be excessively gloomy about.

"I don't think there will be any boom or bust in retailing in 1987," said Edward T. Parmalee, vice president/marketing of Knight-Ridder Inc., "but modest growth should enable newspapers to realize retail advertising linage gains in the range of 1 percent and a 6.5-percent increase in ad revenue for 1987."

> *There will be little to cheer about— or to be excessively gloomy about.*

Parmalee predicted growth in advertising revenues for newspapers in 1987 as follows: national advertising, up 3 to 4 percent; retail, up 6.5 percent; classified, up 6.5 to 7 percent.

He said national will improve in the second half, but not beyond 4 percent.

Advertising expert Robert Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, predicted U.S. advertising expenditures in all media will increase by 7.6 percent in 1987 to $109.8 billion, about the same rate of increase as in 1986.

Coen's figures for newspaper advertising growth in 1987 are a shade more optimistic than Parmalee's: national advertising, up 4.5 percent; retail, up 7 percent; classified, up 8 percent.

"The U. S. economy appears to be resting on a sluggish plateau with no compelling force for change," John M. O'Brien, controller of The New York Times, told the Dec. 8-12 PaineWebber gathering in New York City. "Modest growth, accompanied by a low rate of inflation, is the ready description for 1986 and a likely assessment for 1987."

Observers cited several factors in explaining why a more robust economy does not appear to be in the cards this year, including weak labor markets and 7-percent unemployment nationwide. Among other reasons:

- The low price of oil continues to contribute to economic stagnation in the oil patches of the South, Southwest, Alaska and some other U.S. areas. Agriculture in the Midwest remains similarly hard-hit by depressed farm prices. A severe drought in the Southeast and elsewhere last year caused a drag on the economy in those areas.
- So far, the decline of the dollar has failed to have much favorable impact on the foreign trade balance.

'Shoe' **By Jeff MacNelly**

OUR BUDGET IS TOTALLY OUT OF HAND!! WE'VE BEEN SPENDING TOO MUCH MONEY.
IT'S TIME TO TIGHTEN OUR BELTS AROUND HERE...
RIGHT, CHIEF!!
HELLO, PURCHASING? I NEED A BELT.
7-7
MACNELLY

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• The new tax law is expected to inhibit growth in rental housing, commercial structures and durable equipment because the investment tax credit has been eliminated and depreciation schedules have been dramatically lengthened.

IMPACT ON NEWSPAPERS. These economic factors will have a crucial bearing on newspapers' 1987 economic fortunes.

"Construction of apartment buildings has already fallen," said O'Brien of the Times, "and contracts for new office buildings have been declining sharply."

He said projections show that real fixed investment will drop 1.2 percent, and housing starts will fall 8 percent in 1987. These factors will contribute to decreased real estate advertising, according to some forecasters.

Knight-Ridder's Parmalee also discussed the real estate scene. He noted that the continued decline in interest rates would normally stimulate real estate advertising, but that there is an oversupply of condominiums and commercial office buildings in many parts of the country, which means that advertising by developers "may be a little bit softer next year."

Parmalee said he expects similar weaknesses in the retail sector. "The economic climate isn't expected to be conducive to a strong retail sales year," he said. This is due to "a record level of consumer installment debt" and to "declining confidence in the economy. Nevertheless, it has been the case certainly over the last 10 years that retail advertising in newspapers basically continues to outperform the underlying economic climate."

Parmalee said he believes there will be "further erosion" in run-of-paper food advertising, which in many markets has largely shifted from ROP to free-standing inserts.

Classified ads could suffer not only from a weak real estate market but also from a reduction of automotive advertising, Parmalee said. "It's just going to be very, very tough, I think, for major [auto] manufacturers and dealer associations and the dealers to continue to advertise at the torrid pace they have been doing over the past four years in newspapers," he said.

Counterbalancing the lackluster economic forecast is the fact that total newspaper advertising has exceeded the GNP over the past few years.

Yet a note of warning was sounded in this regard by newspaper consultant Christopher Burns, who spoke to the annual International Newspaper Financial Executives conference in Boston in October.

In charting the relationship between the GNP and newspaper advertising over the past two decades, he said he found a distinct parallel: When GNP decreases, so does advertising in approximately the same ratio.

When there are exceptions, as there were in the early 1960s and again in 1982-84, a correction takes place later, Burns said. So, he added, despite the fact that newspaper advertising recently has exceeded the rate of GNP growth, a correction is bound to take place. "And when it [newspaper advertising] pulls back, it's probably going to take 2 or 3 percent of your [ad] revenue with it."

"The economic climate isn't expected to be conducive to a strong retail sales year."

"MIXED SIGNALS." Parmalee estimated that newspapers would end 1986 with total advertising rate increases of slightly under 6 percent, despite predictions by some analysts of up to 7 percent.

"Keep in mind," Parmalee said, "some industry linage and revenue estimates for 1986 may have considerable variations in regional and local newspaper situations. I've never seen, frankly, in the entire years I've been in this business, wider fluctuations in advertising performance within regions and from newspaper to newspaper."

This is due, he said, to the depressed economy in the oil-producing and agricultural areas and the booming economy in regions like the Northeast, where newspapers are outdistancing the rest of the country by far.

Nonetheless, Parmalee outlined a "modestly healthy scenario" for 1987. It is based on continued modest economic growth, stable or slightly lower interest rates, inflation not exceeding 4 to 4.5 percent, and disposable income growth at the rate of about 5 percent.

This means, he said, that newspaper advertising revenue should grow at a minimum of 6 percent in 1987.

O'Brien agreed there will be significant variations in newspaper situations, depending on the regional economy. "The signals are mixed," he said.

In general, he expects newspaper ad rate increases "in the 5-to-8-percent range." The stronger markets will be in the Northeast and in other places where newspapers show circulation gains, enabling them to effect higher rate increases.

"I thus see the first half of 1987 being a bit of a struggle," O'Brien added, "particularly if fourth-quarter [1986] consumer spending on durable goods is accelerated, as consumers seek to take advantage of interest and sales tax deductions before they are eliminated in 1987."

The second half of the year will be better, O'Brien predicted, with an attendant pickup in advertising. This should result in pre-tax profits for the newspaper industry in the 10-percent range, he said.

The second half of '87 also should benefit from the tax law changes because many consumers will then begin feeling the effects of tax reductions, O'Brien said. But he pointed out that because the full tax decrease does not take effect until 1988, some analysts have forecast flat or decreasing advertising volume this year.

CONTROLLING COSTS. The less-than-optimum year that they see ahead will also be buffeted by rising costs, according to newspaper executives and analysts.

James Keeley, vice president/operations for The Dallas Morning News, said salary expenses—the largest cost item for most newspapers—will escalate in the printing and publishing industries during 1987 by 4.6 percent to 4.8 percent.

In sections of the country with stagnant or downward economies, the increases will be closer to 4 percent, he told the Outlook for the Media conference.

These projections are less than those for all American industry during 1987. The American Compensation Association projects 5.2 to 5.4 percent wage increases for all industries, Keeley said.

In addition to salaries, fringe benefits will be more expensive. Health insurance costs are expected to escalate 15 to 25 percent, Keeley estimated.

> *Because they can't control the cost of newsprint, publishers will have to tighten up elsewhere.*

Also going up is the cost of newsprint [presstime, Nov. 1986, p. 70].

In response to increasing expenses, Kevin Gruneich, media analyst for the First Boston Corp., said newspapers may be expected to exercise a greater degree of cost control in 1987. Because they can't control costs in newsprint, publishers will have to tighten up elsewhere, and that may mean reductions in staffing, particularly in production areas, he said.

On the revenue side, observers said many papers may raise circulation as well as advertising prices. In his presentation to INFE, consultant Burns actively recommended circulation price hikes. Circulation revenue dropped from 31 percent of a newspaper's total revenue in 1970 to 21 percent in 1985, he observed, saying this trend ought to be reversed.

Other analysts, however, recognize that publishers are reluctant to raise prices for fear of losing subscribers. "Some of the groups that were more aggressive a year ago are going to be a little more cautious in circulation prices increases" in 1987, Gruneich said.

Summing up their expectations for the new year, analysts and newspaper people alike said it would not be drastically different from 1986.

Said O'Brien of The New York Times: "The economic outlook . . . would seem to indicate that 1987 would be the same as 1986, with those [newspapers] currently doing well experiencing further gains, and those struggling seeing more of the same."

Parmalee of Knight-Ridder agreed. "In short," he said, "I think 1987 will be very similar to this year when it comes to advertising."

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Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like – you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

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The 401(k) Factor

Now popular at newspapers, these tax-deferred savings plans emerge from the new tax law relatively unscathed

BY CLARK NEWSOM
presstime labor writer

The fastest-growing employee benefit program in the newspaper business is the "401(k)," tax-deferred savings plan.

As recently as 1982, no newspaper was known to have adopted such a payroll-deduction plan, which allows workers to put pre-tax dollars in a company-sponsored savings program. Such programs, also known as "salary reduction plans," are generally viewed as supplements to pension plans [**presstime**, March 1982, p. 9].

Today, 401(k) plans—named after a section of the U.S. tax code—are so prevalent at newspapers and have received so much publicity that the term hardly needs explanation.

Newspapers' tax-deductible contributions to these plans vary widely, from zero in some cases to dollar for dollar—up to a certain limit—in others.

At The Tampa Tribune, for instance, employees can contribute up to 6 percent of their salaries, with the first 3 percent matched dollar for dollar. Employees have a choice of three investment options—in the stock of the Tribune's parent company, Media General Inc., in an equity fund of common stocks of major companies, or in a money-market fund invested in government securities. The company's contributions are invested in Media General stock, and the Media General Employees Thrift Plan is the largest individual shareholder.

The employee is not required to pay taxes on the savings until the funds are withdrawn.

The Times Mirror Co.

Fortunately for most of the thousands of newspaper workers who have signed up for 401(k) plans, the Tax Reform Act of 1986 generally will not have a major effect on them. Highly paid individuals will be most affected.

In late 1985, as part of the tax-revision process, the Treasury Department had proposed ending the highly popular 401(k)s, but subsequent protests to Capitol Hill kept the plans alive.

Under the act, beginning this year there is an annual limit of $7,000 that an employee may contribute to a plan. The cap had been $30,000. There also is a 10-percent penalty tax on most early withdrawals of funds before age 59½ years.

EARLY WITHDRAWALS RARE. Kenneth G. Wyatt, personnel manager of The Virginian-Pilot and The Ledger-Star in Norfolk, and other newspaper personnel relations specialists say that very few employees have been putting $7,000 or more into their plans each year, and early withdrawals have been rare.

The Norfolk dailies introduced their plan on July 1, 1985, under the name Savings Plus. Employees there may deposit from 1 to 4 percent of their gross pay into the plan. The company contributes 50 cents for each dollar the employee pays into the plan.

Under federal tax law, the employee is not required to pay taxes on the savings until the funds are withdrawn, when he or she may qualify for special tax treatment because of retirement or by forward averaging income over a five-year period. Forward averaging, however, will not be available for those under age 59½.

An employee may withdraw from the savings for "hardship" reasons, such as paying medical bills, purchasing a home or sending children to college. But this year, for the first time, these types of withdrawals are subject to a 10-percent penalty—the same as for early withdrawals from Individual Retirement Accounts. The penalty is waived for employees over age 59½, and there are several other special exclusions. Also, effective Jan. 1, 1989, withdrawals will be limited to the contributions made, excluding investment earnings.

Benefits specialists say the ramifications of many of the new tax provisions will not be fully apparent until the Internal Revenue Service issues final rules and regulations. "We're still waiting for the IRS regulations defining hardship," says Harry Gross, a partner in the defined contribution divison of Kwasha Lipton, a benefits consulting firm in Fort Lee, N.J. Accessibility to funds is important to employees, especially younger workers, he says, and the future of 401(k)s depends on that accessibility.

Among the first newspapers to start a

401(k) plan was the Telegraph Herald in Dubuque, Iowa. In fact, when the plan was launched in 1983, the company was the first in Dubuque to make one available to employees, according to Geranda Lahey-Keppler, employee benefits manager. Thirty-five percent of the employees eligible to participate in the plan now belong to it, she says.

At the Indianapolis Star and News, the 401(k) plan is regarded as "a tremendous employee benefit," says David B. Wright, vice president and business manager of the newspapers and secretary-treasurer of Central Newspapers Inc., the parent company. The "Savings Plus" plan covers all employees of the company's dailies in Indianapolis, Muncie and Vincennes, Ind., and in Phoenix. The plan was launched Jan. 1, 1985, and Wright reports that 82 percent of the company's employees currently participate in it.

Under the Central Newspapers program, employees may contribute up to 5 percent of their pay with the company matching 25 percent of those contributions.

The plan is a supplement to the company's pension plan, and Wright says, "It's relatively simple to administer compared with a pension plan."

Employees receive a quarterly statement of their accounts, which is "something tangible," he says. "It's much more meaningful to employees than the annual pension statement."

Wright says some employees were skeptical when the plan was announced, asking "What's in it for the company?" While the company's contribution is tax-deductible, he says there is no significant financial benefit to the company. The benefit to the company comes from the "good will" generated, he says.

The plan at Central Newspapers was introduced with the assistance of the management consulting firm Towers, Perrin, Forster & Crosby of New York City, which provided promotional material and training on how to explain the plan to employees in a series of meetings.

CONTRIBUTIONS VARY. The 401(k) plans are administered in various ways at newspapers. For example:

- At Scripps Howard, the company matches 50 cents on every dollar up to the first 6 percent of salary saved. "It's one of our most popular employee benefits," says Robert E. Brophy, vice president of human resources.

The same formula is applied by three newspapers in The Times Mirror Co. group—Los Angeles Times, The Morning Call of Allentown, Pa., and Newsday of Long Island, N.Y.

The company's contribution is tax-deductible, but its biggest benefit is the "good will" generated.

- At Harte-Hanks Communications Inc., employees also may contribute up to 6 percent of their base salaries, and the company matches [illegible] percent of the contributions.
- At Donrey Media Group, employees may contribute from 1 to 10 percent of their salary. Donrey does not make matching contributions to the 401(k) plan, but it has a profit-sharing plan completely funded by the company, according to Personnel Director Cleatus R. Carroll.
- At The News and Observer and The Raleigh (N.C.) Times, employees may put in up to 6 percent of their earnings. The newspapers match 100 percent of the first 2 percent and 25 percent of the next 4 percent.
- At The Orlando Sentinel, the company matches 25 cents on the dollar up to 4 percent of contributions.
- At the Lexington (Ky.) Herald-Leader, employees may invest from 1 to 20 percent of their pay (up to the $7,000 salary-reduction cap) into the plan. The first 10 percent is deducted from gross earnings and everything above that from after-tax earnings. The newspaper matches 50 cents for each dollar invested up to 6 percent.
- The New York Times Co. matches 50 cents on the dollar up to 6 percent of contributions. An additional 4 percent can be contributed that is unmatched.

The surge in 401(k) plans among newspapers is reflected in U.S. business and industry overall. The Labor Department's Bureau of Labor Statistics reports that a 1985 survey of about 1,500 companies employing 100 or more workers found that 26 percent of the employees were in some type of 401(k) plan. ☐

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RAPIDLY GROWING FIELD

Third World Training

Foreign journalists in increasing numbers are signing up for programs aimed at enhancing their professional stature

BY MARCIA RUTH
presstime staff writer

The dramatic growth in training for foreign journalists—primarily from developing countries—is vividly portrayed by the contrast in program directories published a decade apart.

More than half-an-inch thick, a new directory prepared by the Center for Foreign Journalists lists about 350 training programs in 70 countries for journalists outside their own borders. Ten years ago, a thin compilation prepared by ANPA listed 24 programs in a handful of nations.

Why the increase?

"It's very simple," says Thomas Winship, who followed his 1985 retirement as editor of The Boston Globe with the founding and presidency of the new Center for Foreign Journalists in Reston, Va. "I don't see any possible way that we can bring the First and the Third World together and make them understand each other unless the level of communication is ever so much more professional in the developing world" he says.

"We believe in it," says Andrew Barnes, editor and president of the St. Petersburg Times, which for the past seven years has had a unique exchange with The Nation, published in Kenya by the Aga Kahn. "We believe we can help people in Kenya to have a better functioning country by having better functioning journalists," he says.

Last year, about 1,600 foreign journalists participated in the more than 30 programs based in the United States.

Moreover, the numbers of programs and applicants appear to be growing. "The need has always been there," says George Krimsky, executive director of the Center for Foreign Journalists. "But as we get into the business of trying to identify the need, more and more people are stepping forward" [presstime, July 1986, p. 68].

Established in 1985 to coordinate the efforts of other organizations, as well as provide new programs of its own, CFJ doubled the number of programs originally planned for its first year of operation. By the end of 1986, in excess of 500 journalists from more than 100 countries had passed through CFJ's doors at the American Press Institute in Reston, Va.

There are more examples of rapid growth in the field.

Established in 1983, the Alfred Friendly Foundation is now receiving applications at a rate of 15 for each of 10 six-month fellowships it awards to foreign journalists for work on U.S. newspapers or newsmagazines.

Also in the third year of a similar program, the American Society of Newspaper Editors got eight applicants for each of its 12 six-week fellowships, which include about a month on U.S. dailies.

Participation by individual newspapers is also on the rise. According to a recent CFJ survey, 43 dailies have served as hosts to at least one foreign journalist, with another dozen papers interested in doing so.

And the New York-based Institute of International Education reports that in the academic year 1984-85, more than 4,000 foreign nationals studied some form of communications at American universities, a 10-percent increase over the previous year.

With this growth has come a variety that most of those active in the field consider a plus. "I'm for every kind of program you can get, because there is such a vast need out there," says CFJ President Winship.

But with growth has also come increased difficulty in funding.

"Competition for the dollar has increased dramatically," says Paul Sherburne, executive director of the World Press Institute, which for 25 years has run a training program based at Macalester College in St. Paul.

VARIETY COMMON. In terms of numbers, the largest group of foreign journalists in the United States are "visitors," about 1,200 a year, of which just over half are in government programs, primarily sponsored by the U.S. Information Agency.

According to CFJ's Krimsky, the distinction between "visitors" and other foreign journalists is that the latter spend at least part of the time working and/or observing at a news organization.

CFJ estimates that about 350 mid-career journalists are studying and/or teaching in U.S. universities, about 100 in organized programs and 250 on their own.

Only about 100 foreign print journalists are enrolled in more structured training programs, and these are supported primarily through private funding and the cooperation of specific newspapers and newsmagazines.

Roughly speaking, major programs in this category vary from the "hands-on" training of the Friendly and ASNE fellowships, to the "experiential" learning of the seven-month program of the World Press Institute, which gives 10-15 "early career" journalists a comprehensive view of

Former President Carter speaks to World Press Institute fellows.

American culture. This year, for example, the Minnesota-based program took participants to places as varied as New York City's Harlem and a Hopi Indian reservation, as well as to meetings with top officers of multinational corporations and senior government officials.

"We try to bring as many perspectives as we can put together," says WPI's Sherburne.

On their own initiative, about 20 foreign journalists a year attend programs designed for U.S. journalists at API and at The Poynter Institute for Media Studies in St. Petersburg. Responding to "a substantial number of requests," the Florida institute began its first seminars in Spanish in 1985. After two in 1986, Executive Director Robert Haiman says he is "testing the waters a bit" before adding more.

API does not plan to increase foreign participation in its intensive seminars, says Executive Director Frank Quine. Krimsky says CFJ plans to schedule more seminars built on the API model but exclusively for foreign journalists.

Adopting another strategy, the World Press Freedom Committee funds training programs abroad rather than bring foreign journalists to the United States. "We find that having programs right in the home environment seems to work better than in the United States," says WPFC Vice Chairman George Beebe, retired associate publisher of The Miami Herald.

Since 1977, WPFC has made 84 grants totaling more than $500,000 to assist journalists and journalism schools in developing nations. In most cases, WPFC works cooperatively with local, regional or other international organizations, with small to mid-size programs tailored to specific needs.

In addition, the organization sends its own trainers—primarily retired U.S. editors and executives—to conduct courses and seminars abroad.

Robert Hewitt, curator of the Jefferson Fellowships at the East-West Center in Honolulu, agrees that for entry level journalists, on-site training works better, particularly at such centers as the Press Foundation of Asia in Manila, Philippines. The Jefferson Fellowships, however, are designed for mid-career journalists—an equal number of Americans and Asians.

At the mid-career level, program directors agree that what takes place is more education than training, particularly in programs that include foreign along with U.S. journalists. "We're not training anybody. They are training themselves," says Charles Eisendrath, director of the recently renamed Michigan Journalism Fellows program at the University of Michigan, where foreign and U.S. journalists work on individual projects and attend core seminars during the academic year.

And editors at a variety of papers agree that several types of learning take place in programs for foreign journalists.

In a month on a 8,900-circulation Vermont daily, a Malaysian journalist in ASNE's program "learned an incredible amount about the openness of the American system," says Norman Runnion, editor of the Brattleboro Reformer.

As for the benefits to the host paper, foreign journalists "bring a world view to the newsroom and better prepare us to deal with the society as a whole," says William A. Hilliard, editor of The Oregonian in Portland, whose paper has also received foreign journalists from several different programs. ☐

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ALTERNATIVE TO PHOTOTYPESETTING

'Desktop Publishing' Spurs

BY MARGARET GENOVESE
presstime staff writer

The weekly newspaper industry is enjoying an economic renaissance, and so-called "desktop publishing" is a principal reason.

In fact, according to some observers, desktop publishing constitutes a "revolution" that is sweeping smaller newspapers in general.

Says William P. Monroe, executive director of the Iowa Newspaper Association: "It's the biggest, single technology smash to hit us since the advent of offset (printing). That's what the publishers are saying. It's really, really hot."

This is true even though some people maintain that a newspaper sacrifices type quality when it goes to a desktop-publishing system.

The trend toward desktop publishing is one of the many reasons that the weekly industry is "better equipped and more healthy than it has been in quite awhile," says Richard A. Nafsinger, president of the National Newspaper Association, an organization made up primarily of non-daily newspapers.

Overall computerization of newspaper publishing and the resultant labor savings are among other reasons he cites. But Nafsinger, president of Eagle Newspapers of Hood River, Ore., talks at greater length about the benefits of desktop publishing. The only daily in his group uses this new technology, and he says it is being considered for some of the group's 17 non-dailies.

For some operations, the technology can be an economic lifesaver, because it uses relatively inexpensive personal computers and plain-paper laser printers, as opposed to more costly mainframe computer systems and phototypesetters requiring photographic paper and darkroom developing chemicals.

Several years ago, a large weekly paper "could easily sink $50,000 to $100,000" in an editorial front-end system and phototypesetter, says William C. Sniffin, editor and publisher of the Wyoming State Journal of Lander. "Now we are seeing systems (of PCs and laser printers) in the $15,000 to $20,000 range that can do the same job as well and save 75 cents on the dollar in production supplies."

The 4,000-circulation Lander semiweekly switched to plain-paper typesetting last April, using three different brands of PCs and an Apple LaserWriter Plus printer. (The phrase "desktop publishing" reportedly was coined by the president of a computer software firm to describe Apple Computer's publishing system. It refers to the fact that the equipment, in contrast to bulky, conventional typesetters, can be placed on a standard-size desk.)

"I am spending less money to pay for my bank note to buy my equipment . . . than I was paying every month just for photochemicals and typesetting paper," says Dennis F. Herrick, publisher of The Sun, a 2,000-circulation weekly in Mount Vernon, Iowa. That newspaper has been produced on an Apple computer system for one year.

Herrick says he also was attracted to desktop publishing because it eliminated his newspaper's darkroom "chemical dependency," a change that he considers an environmental plus.

In addition, such a system is versatile. The same PCs that set advertising and editorial body type and headlines can help lay out a page, keep track of circulation and business accounts, generate mailing labels and print business letters.

For some newspaper operations, desktop publishing can be an economic lifesaver, because it uses relatively inexpensive personal computers and plain-paper laser printers.

"It's a natural for the weeklies," says George Cashau, ANPA director/technical research.

No one knows how many weeklies have gone to desktop publishing, but whatever the number, it is expected to grow. "At this time, only a large handful have it," says Raymond C. Jones, executive director of the Pennsylvania Newspaper Publishers Association, which has offered seminars on the subject. But he predicts that "within a year or two" all Pennsylvania weeklies are going to have at least partial systems.

One broker who specializes in selling weekly newspapers says desktop publishing is making the field more attractive to buyers.

For a newspaper grossing between $100,000 and $250,000 a year—generally those with circulation of between 1,000 and 2,000—it can be the difference between making a "marginal living" and making a "pretty good living," says newspaper broker James F. Hicks of Buffalo, Wyo. "Weeklies, where the guy worked like the devil and made $20,000 to $25,000 a year, can now, if they have the guts, retool and increase their profitability considerably."

Add a modem and a facsimile machine, and an owner gets the possibility of centralizing production, circulation and bookkeeping functions for a group of weeklies in one plant, he says.

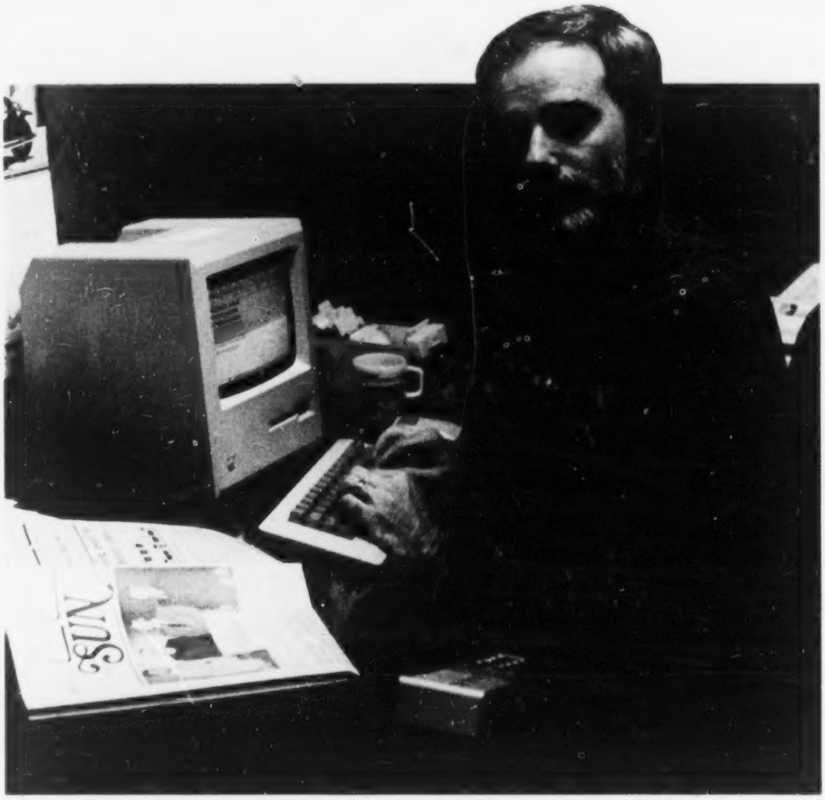
Until desktop pubishing came along, the future for small community newspapers appeared bleak, according to Hicks. But no more. "I think that the small-town newspaper does, in fact, have a pretty bright future."

ECONOMIC FACTORS. NNA's Nafsinger agrees that the outlook for weeklies is good, with some caveats.

In those areas of the country where the economy is hurting—particularly those dependent upon agriculture, mining, timber or energy—weekly newspapers are suffering along with everyone else, Nafsinger says.

He adds that many papers are concerned about the trend toward large, regional retailers and away from small, independent merchants who have been

Weeklies



Iowa Publisher Herrick's desktop system eliminates his paper's "chemical dependency."

the "linchpin" of weekly newspaper advertising sales.

However, on the whole, Nafsinger says the industry is "healthy and vital and putting out better newspapers than it ever has in the past."

Among weeklies' vital statistics:

- American Newspaper Representatives, the advertising-representative firm owned by NNA, will list in its 1987 directory 7,419 weekly newspapers (paid- and free-circulation) in the United States, with a total circulation of 46.9 million. This constitutes a decrease in numbers but an increase in circulation from four years ago, when the comparable figures were 7,626 U.S. weeklies with circulation of 44.3 million [presstime, June 1983, p. 42].
- In 1985, the most recent year for which figures are available, advertisers spent an estimated $1.5 billion in weeklies and shoppers, says James G. Conaghan,manager of economic and media analysis for the Newspaper Advertising Bureau. This is an increase from NAB's figure of $1.25 billion for 1982.

The relative health of the industry may be reflected on the acquisition front. "I think we are starting to see newspaper groups looking more seriously at weeklies," says newspaper analyst Bruce Thorp of the brokerage firm Lynch, Jones and Ryan in Washington, D.C.

He points out that the pool of dailies is diminishing; that larger groups are buying smaller groups, which often contain some weeklies; and that an increasing number of weeklies are developing the kind of strength that can lead to daily publication [presstime, Dec. 1985, p. 24].

Asked to identify trends in the weekly field, a half-dozen state press association managers mentioned such things as acquisitions and mergers and the addition of total-market-coverage publications. However, far and away the most frequently mentioned development was the movement toward desktop publishing.

DESKTOP DELIVERANCE. In West Virginia, for example, the number of newspapers using the systems is approaching one out of every four, according to William F. Childress, executive director of the West Virginia Press Association. Most of these papers are weeklies.

West Virginia's newspapers discovered desktop publishing almost by default, says Childress. It began when floods in November 1985 damaged or destroyed typesetting equipment at a number of papers in the state. Publishers had difficulty replacing their machines with conventional typesetting systems in time to meet production demands.

The press association, which had become familiar with the desktop-publishing concept, contacted Apple Computer dealers who put together desktop-publishing packages for beleaguered publishers, Childress explains.

The WVPA now offers training on Apple's Macintosh system and even has its own unit, which Childress says he is ready to take to the rescue of the next West Virginia newspaper with an emergency.

In 1984, The Mapleton Press became the first newspaper in Iowa to implement desktop publishing. Publisher Edward M. (Mike) Lyon became so enamored of the Apple equipment and software that he began selling the system in cooperation with an Apple dealer.

Since then, Lyon has helped 21 publications—most of them weeklies—put similar systems in their plants. Many other publishers have expressed an interest in making the change to desktop publishing when existing equipment needs replacement, or even sooner, he says. "We can see it just spreading very rapidly."

Another publisher-turned-desktop-publishing entrepreneur is Patrick J. Morgan, who last year sold his daily newspaper,

West Virginia's newspapers discovered the technology almost by default when floods in November 1985 damaged or destroyed typesetting equipment at a number of papers.

the Standard in Excelsior Springs, Mo., to devote all his time to marketing the new technology. He says at least one of the major phototypesetting vendors has decided it simply cannot compete in price in "the lower end of the marketplace"—smaller weeklies—and is leaving this market to desktop publishing.

Morgan in June 1985 started his own company, The Electronic Publisher Inc., a "value-added" reseller for Apple. He has sold systems to 70 newspapers, most of which are weeklies.

DRAWBACKS. Although weekly publishers praise their desktop-publishing systems, there are some downsides.

"The quality (of typography) is not as good," says newspaper design consultant Edmund C. Arnold. He calls headline-size type "not good, but passable." Body type presents less of a problem, because it is so small the "ragged edges" of the laser-produced characters are not noticable.

Another handicap, Arnold says, is that a limited variety of typefaces is available with the systems.

Some of the systems cannot hyphenate, other observers note.

> *"The quality (of typography) is not as good," and there is a limited variety of typefaces.*

However, Arnold and others say these problems eventually will be remedied. And even now, weekly publishers using the systems say they are more than satisfied with the quality.

"We don't take this newspaper business lightly," says Sniffen, whose Wyoming newspaper has won more than 40 national awards in the last 15 years. "We would not have switched to this system if we felt it wouldn't produce a good quality newspaper for us."

Herrick in Iowa says he has "never had a single reader come in and say 'this newspaper looks funny.'" But many have said, "'Boy, the paper looks nice.'"

Some people see other drawbacks.

Natsinger worries that weeklies with commercial printing operations may lose some customers who set up their own desktop-publishing systems.

Others say desktop publishing may bring about new competitors for existing weeklies. "If I were an entrepreneur fresh out of school, an idealistic young person who wanted to change the world, I'd buy myself a Macintosh and a LaserWriter and go to town," says Michael Abrams, associate professor of journalism at Florida A&M University and coauthor of a book on desktop publishing. "I wouldn't even have to spend as much as I would spend on a new car."

Indeed, desktop publishing has already produced some weekly offspring. For example, the free-circulation Metro News of Chicasaw, Ala., just celebrated its first anniversary of publication.

"There are only two of us putting out this paper," says Advertising Director Nancy Welch. "The only way in this world that we can do it is because we have this desktop publishing."

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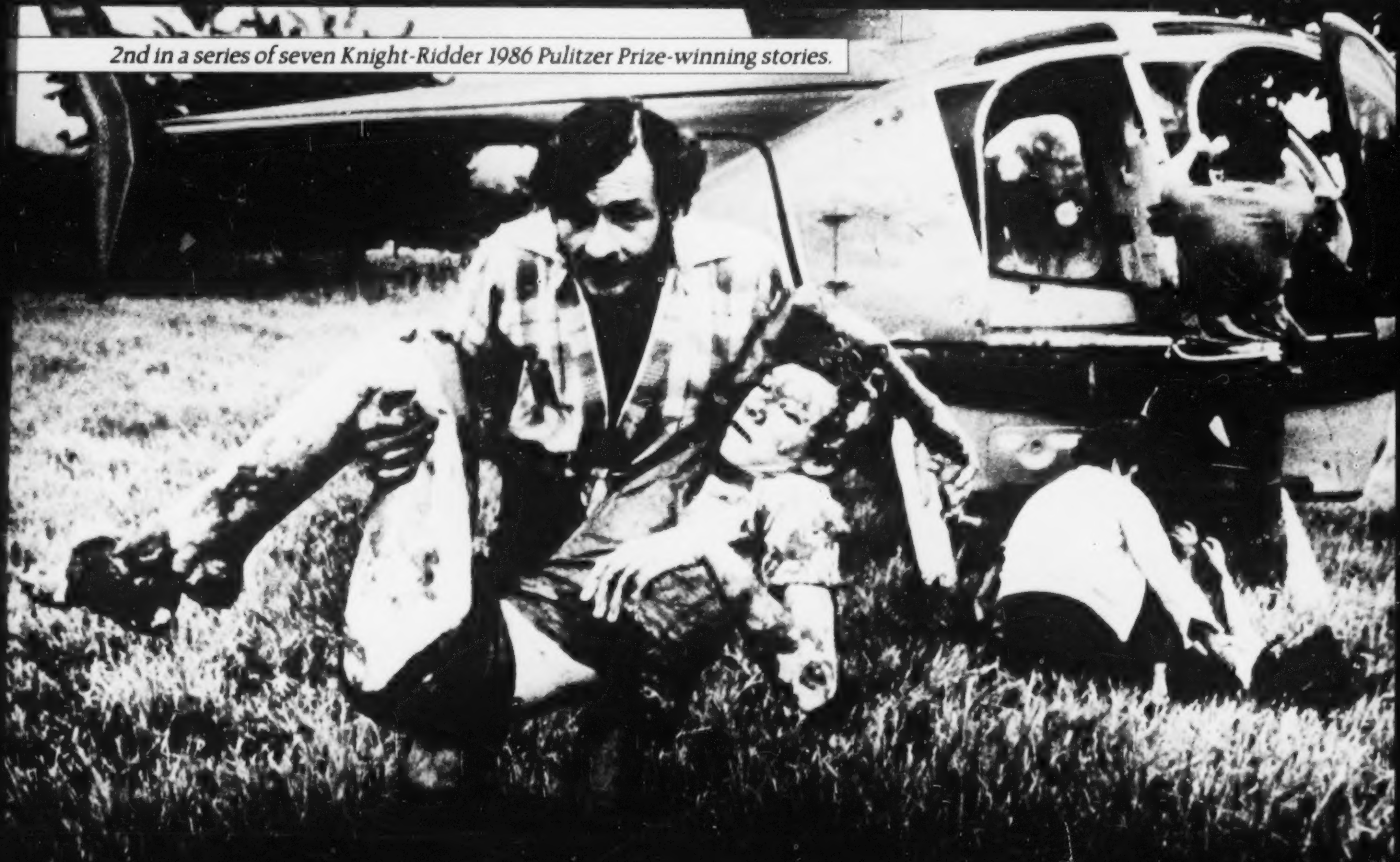

2nd in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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NEWSPAPER COMPANIES GO BACK TO BASICS

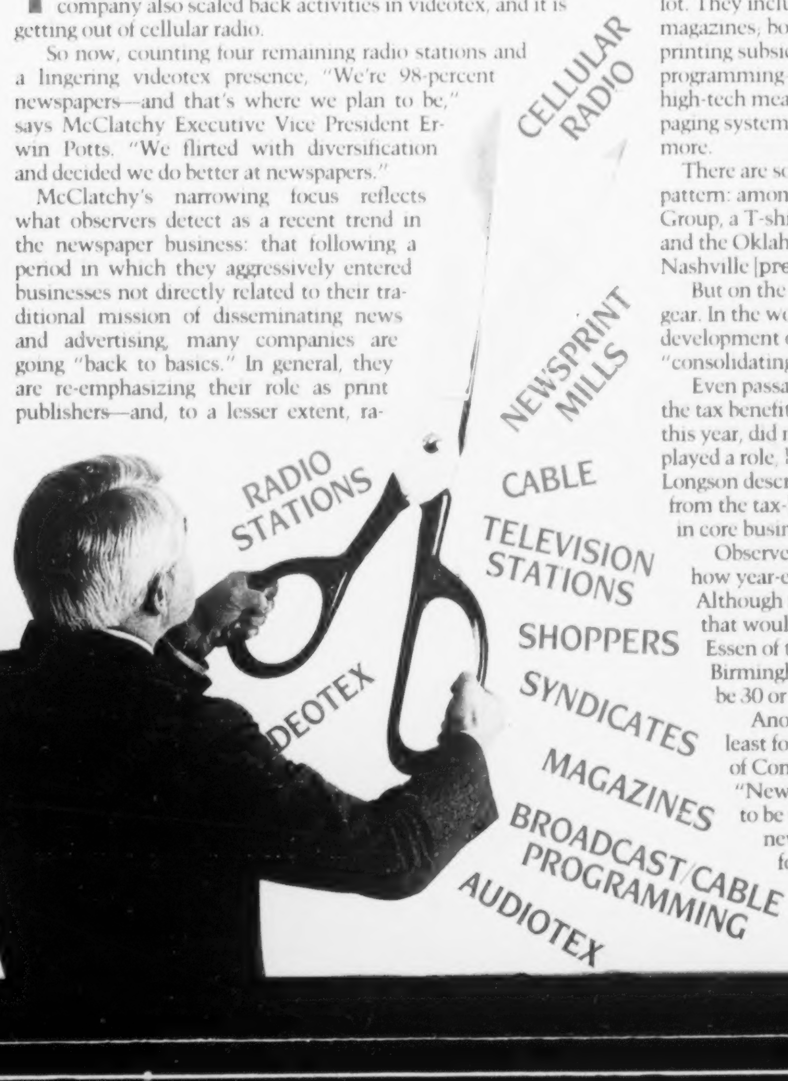
After an era of diversification, many firms are selling off peripheral holdings and focusing time and resources on their core business

BY C. DAVID RAMBO
presstime staff writer

In the late 1970s McClatchy Newspapers saw great promise in owning cable television systems, so it purchased four. Last year, however, McClatchy sold its cable holdings. The company also scaled back activities in videotex, and it is getting out of cellular radio.

So now, counting four remaining radio stations and a lingering videotex presence, "We're 98-percent newspapers—and that's where we plan to be," says McClatchy Executive Vice President Erwin Potts. "We flirted with diversification and decided we do better at newspapers."

McClatchy's narrowing focus reflects what observers detect as a recent trend in the newspaper business: that following a period in which they aggressively entered businesses not directly related to their traditional mission of disseminating news and advertising, many companies are going "back to basics." In general, they are re-emphasizing their role as print publishers—and, to a lesser extent, radio/TV broadcasters—and de-emphasizing their involvement in other enterprises.



Certainly, newspaper companies' holdings remain a colorful lot. They include community newspapers and shoppers; magazines; books; syndicated feature services; commercial printing subsidiaries; paper mills and timberlands; television programming—even TV networks; videotex, audiotex and other high-tech means of delivering information; cellular radio and paging systems; direct-mail firms; educational services; and more.

There are some that stray even more boldly from the usual pattern: among them, a catfish "ranch" owned by Donrey Media Group, a T-shirt printing operation at The Bulletin of Bend, Ore., and the Oklahoma Publishing Co.'s Opryland theme park near Nashville [presstime, June 1984, p. 26].

But on the whole, the drive to diversity has shifted to a lower gear. In the words of James N. Longson, vice president/corporate development of Tribune Co. of Chicago, media companies are "consolidating, refocusing."

Even passage of the Tax Reform Act of 1986, which reduced the tax benefits associated with acquiring new companies starting this year, did not fuel a late-'86 diversification frenzy. It may have played a role, however, in the "consolidating, refocusing" that Longson described, as newspaper companies generally emerged from the tax-law-induced buying spree as more heavily involved in core businesses than in recent times.

Observers in late December were awaiting final word on how year-end deals would reshape the newspaper business. Although no one knew for sure the number of transactions that would be concluded on or before Dec. 31, Owen Van Essen of the brokerage firm Lee Dirks & Associates, Birmingham, Mich., predicted that this month there would be 30 or more announcements about newspaper sales.

Another expert who thinks diversification has ended, at least for now, is consultant Ellen Berland Gibbs, president of Communications Resources Inc., New York City. "Newspaper companies are saying newspapers are going to be the backbone" of their business and that newspapers will remain strong, at least in the foreseeable future.

Charles Cherney Chicago Tribune

Tribune Co.'s WGN-AM makes an impressive appearance on Chicago's Michigan Avenue.

Some analysts observe that newspaper companies have proven they can weather competition posed by broadcasters, cable, shoppers, direct mailers and others, and that they need not buy such properties for fear of losing ad revenue to them. Competitors of all sorts have "been around long enough so that we can see that newspapers will survive that onslaught," says Bruce Thorp, newspaper securities analyst of Lynch, Jones & Ryan in Washington, D.C.

Evidence of the perceived value of newspaper operations is the ever-increasing prices paid for them.

"Overall, I am seeing as much interest in daily newspapers as I've ever seen" in seven years of working as a newspaper broker, says Lee Dirks. Out-of-the-mainstream purchases "sometimes . . . prove to be exciting, but sometimes they prove less attractive than (executives) thought they'd be," adds Dirks, a newspaper stock analyst before starting his own brokerage firm.

Christopher J.H.M. Shaw, chairman of the investment banking firm Henry Ansbacher Inc., New York City, says another reason for newspapers' more modest diversification activity is that most media-related expansion opportunities already have been explored. There are "no new media coming along" that newspapers can capitalize on, "other than satellite, which is marginal," he says. Newspapers are using satellite technology mainly for transmitting facsimiles to faraway printing sites.

The trend applies to newspapers in Canada as well as to those in the United States. Canadian newspaper executives say diversification there is at low tide, following an era in which some firms collected impressive non-newspaper properties. Among those holdings are Torstar Corp.'s Harlequin Romance novels and Quebecor Inc.'s array of legal, educational and other books including many French-language volumes.

There are exceptions to the consolidation trend, of course. In fact, Dirks says "diversification will continue, but that's true even as some companies prune some operations."

And the extent of companies' re-emphasis on their core businesses depends largely on the makeup of those companies and how they define their missions.

Tribune Co., for example, is a communications firm with major broadcast holdings although newspapers contribute most of the company's overall revenue and profit. The firm sold its cable properties last year, Longson says, so that it could concentrate its efforts in the electronic media on broadcast television and radio.

Diversification can change a company's entire focus. Park Communications originally was a broadcast company that had no newspaper holdings prior to 1972. Park then owned as many broadcast stations as permissible under Federal Communications Commission rules and saw newspapers as the best channel for expansion.

Park now owns 31 dailies, 23 non-dailies and about 35 shoppers. The newspaper division in 1985 generated more revenue than the broadcasting side, and Robert J. Rossi, vice president-newspapers, says newspapers are expected to maintain that lead.

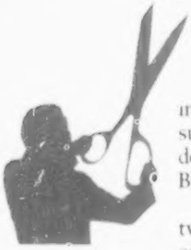
Perhaps one of the most dramatic "back to basics" steps of recent vintage was taken by Harte-Hanks Communications Inc. The company announced in November it will sell 56 of its 115 operating units to better "focus on our five core businesses"—newspapers, television, advertising shoppers, direct marketing and cable TV.

Although the entities being sold represent nearly half of the company in number of units, they contributed only 15 percent of annual revenue. They were "too small to make a significant contribution to Harte-Hanks overall" or were "in markets which don't fit our strategy," says President and Chief Executive Officer Robert G. Marbut.

BUY-AND-SELL BINGE. There are many other examples of recent activity in the media marketplace, some spurred by the new tax law but all in keeping with the overall trend. Among them:

- The Times Mirror Co. has divested 80 percent of its newsprint-manufacturing firm as well as a paperback book publisher, a graphic-arts supply business, another subsidiary that made products for medicine and science, some cable TV systems and three of its seven television stations. It also sold the Dallas Times Herald because of a soft local economy and strong competition. But last year, it bought A.S. Abell Co., publisher of The Baltimore Sun plus four magazines and owner of TV stations

In general, they are re-emphasizing their role as print publishers—and, to a lesser extent, radio/TV broadcasters—and de-emphasizing other enterprises.



in Baltimore and Richmond, Va. (Times Mirror subsequently sold the TV stations.) In separate deals, it also acquired National Journal and Broadcasting magazines.

- A.H. Belo Corp. of Dallas said it will sell two of its four radio stations. "Belo intends to concentrate its resources in the newspaper publishing and network-affiliated broadcasting businesses," says Robert W. Decherd, chairman and chief executive officer.
- Although its parent firm, Thomson International, is heavily diversified in oil and other interests, the Thomson newspaper organization in North America plans no diversification beyond a half interest of Augusta Newsprint Co. of Augusta, Ga. And Thomson Newspapers continues to grow. Its latest acquisition was The Times & Alleganian Co. of Cumberland, Md., raising the number of papers in the group to 154: 39 dailies and 13 weeklies in Canada, and 97 dailies and five weeklies in the United States.
- Scripps Howard sold 10 weekly city business publications to a competitor. It also sold Berkley Small, its newspaper vending-machine and circulation-supply unit. Meanwhile, Scripps bought its first daily in 21 years, the Naples (Fla.) Daily News. "It's back to basics time," explains William R. Burleigh, senior vice president/newspaper publishing. Gilles Champagne, senior vice president/corporate development, says, "There is a mood in the country right now that you go back to what you know how to do best."
- Southam Inc. of Toronto cut way back on videotex activities conducted through its Infomart unit. In the past year, Infomart "has been downsized to something less than half" of its previous structure, says Paddy Sherman, president of the Southam Newspaper Group.

In a number of cases, newspaper companies are feeding the trend not so much by what they are doing, but by what they are *not* doing. Copley Newspapers postponed plans to form a partnership with some other newspaper companies to produce newsprint. And even though it probably could have entered the software business successfully, Dow Jones & Co. has not done so. It has opted instead to remain in the "information business," observes analyst Thorp. "There are ample examples to show that media companies are interested only in media companies," he adds.

While most newspapers have sold their cellular radio interests, The Washington Post Co. maintains partial ownership in two systems.

Paying high prices that some newspapers have commanded would have been "so dilutive to earnings it would have been harmful" to the company.

That "interest" sometimes becomes passion, judging from the high prices that have been paid for some newspaper properties. Investment banker Shaw says while Gannett Co. paid 2.8 times annual revenue for the Louisville newspapers last May, that was modest compared with multiples of 5.5 and 8.5 that some other companies paid for newspapers late last year.

Harte-Hanks' Marbut says the new tax law and lower interest rates helped to elevate newspaper prices toward year-end. Prices now could come down, he believes, especially if interest rates reverse course.

But until then, the big price tags are deterring some media companies that say they would like to expand more heavily into newspapers.

Ross F. Hamachek, vice president-planning and development, noted in The Washington Post Co.'s 1985 annual report that many properties in its three "traditional lines of business—newspapers, television stations and magazines—became available" in the previous several years. But those with "characteristics warranting our attention were sold at prices we were not prepared to pay."

Consequently, the company since 1981 has invested $650 million in other areas, including 53 cable systems acquired from Capital Cities/ABC Inc., cable sports programming, cellular telephone partnerships, and a company that prepares students to take various academic, professional and licensing examinations.

The high price of newspaper properties also has curbed activity at Multimedia Inc. of Greenville, S.C.

"We very much would like to have additional newspapers," says Donald J. Barhyte, president of Multimedia's newspaper division and treasurer and chief financial officer of the parent organization. Lately, though, the company has found it "could buy other properties for a better price." Paying high prices that some newspapers have commanded would have been "so dilutive to earnings it would have been harmful" to the company, he says.

ROOTS OF DIVERSIFICATION. Although many newspaper companies may be pruning limbs that yield little fruit, the history of newspapers in this century has been, for the most part, one of branching out. In the 1920s, for example, newspaper publishers were pioneers in radio. A couple of decades later they were among the first to take a chance on television.

In recent years, their entrepreneurial spirit led them to invest in cable TV, new computer-based information systems, cellular radio and other fledgling products of new electronic technology. Along the way they added a long list of more traditional communications holdings such as book companies and magazines.

For many firms, changes in their names alone tell the story of expanding beyond the newspaper business. Harte-Hanks

Newspapers is now Harte-Hanks Communications. Gannett Newspapers is now Gannett Co. Knight-Ridder Newspapers last year became Knight-Ridder Inc.

"'Newspapers' was no longer an accurate description of our company," says a Knight-Ridder spokeswoman. "We wanted to be seen as a company that has more than newspapers."

Some of the reasons behind diversification are just as clear: to broaden a company's financial base, to enhance fiscal health, to guard against potential competitors who might enter those budding fields if they are left unattended by newspapers.

From a financial standpoint, broadcast usually proved the most profitable offshoot. Benjamin M. Compaine, executive director of Harvard University's Program on Information Resources Policy, notes that in broadcast's infancy the Federal Communications Commission even "encouraged" newspapers to get involved in broadcast.

CORPORATE PATHFINDERS
Harold J. Leavitt

Dow Jones' subsidiary Richard D. Irwin Inc. publishes *Corporate Pathfinders* and other top-selling business-related volumes.

Through the years there has been a decrease in the newspaper business's ownership interest in radio, both in actual numbers and in the percentage of the total. In television, however, newspaper ownership of the major VHF stations has risen on both scores.

In radio, the Evening News Association, parent firm of The Detroit News, owned one of the first commercial stations: WWJ, which went on the air in Detroit Aug. 20, 1920. By 1950, according to data presented in Compaine's 1982 edition of *Who Owns The Media?*, U.S. newspapers had ownership in 23 percent of the 2,086 AM stations and 37 percent of the 733 FM stations. But by 1985, newspapers' ownership had dropped to just 5.2 percent of the 4,799 AM stations and to 6 percent of the 3,839 FM stations, according to an analysis of data from *Broadcasting Cablecasting Yearbook* and *Television & Cable Factbook*.

In television, the company that owns The Milwaukee Journal and Milwaukee Sentinel filed the first commercial broadcast television application, resulting in the FCC's authorizing

Ingersoll Owns Nothing But Newspapers—and Plans to Keep It That Way

While many large newspaper companies are returning to basics and dropping some of their peripheral holdings, Ingersoll Publications Co. is an exception in that it never diversified in the first place. It has eschewed all but the traditional printed newspaper.

At year-end, Ingersoll was made up of 34 dailies and 115 weeklies mainly in the Northeast, Midwest and California. Its strategy, as enunciated by Chairman Ralph Ingersoll II, is simple: "We publish newspapers. There is no grand design in it. It is all I know about."

When asked to comment further at the New England Newspaper Association's convention last October, Ingersoll was even more blunt. "First of all," he said, "I do not know anything about broadcasting. And secondly, I don't like most broadcast people."

Ingersoll Publications, which is privately owned, is expected to show revenue of about $300 million in 1986, according to Advertising Age. The publication says the company is about the 50th-largest U.S. communications firm from a revenue standpoint. As of mid-1986, it was ranked as the 19th-largest newspaper publisher in terms of total daily circulation.

Ingersoll Publications is an outgrowth of an 11-newspaper group originally managed by Ingersoll's father, Ralph Ingersoll, who died in 1985.

He was a noted New York journalist whose enterprises included PM, a well-known but short-lived New York City daily.

After a much-publicized falling out with his father—which included filing suit against his late father's estate—Ralph Ingersoll II went on to build up the newspaper group with financial backing from E.M. Warburg, Pincus & Co. (Warburg, Pincus is the company that last year bought direct-mailer Advo-System Inc.) and the investment banking firm of Drexel Burnham Lambert.

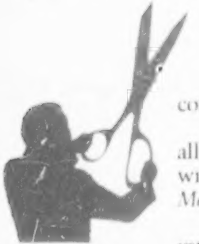
Ingersoll Publications' biggest purchase occurred last August when it acquired The New Haven (Conn.) Register and Journal-Courier for about $185 million.

Another Ingersoll holding is Suburban Newspapers of Greater St. Louis, two dailies and 39 weeklies that encircle the city and contributed to the recent demise of the St. Louis Globe-Democrat.

Ingersoll has said he intends to keep buying regional dailies and putting together groups of community newspapers. And the company's track record suggests it will remain strong financially. One of the biggest reasons is Ingersoll's much-publicized practice of cost-cutting and attention to income margins.

"My conception of a well-managed newspaper," Ingersoll told Forbes magazine last fall, "is the difference between a 10-percent profit margin and a 30-percent profit margin."

—*C. David Rambo*



commercial service to start July 1, 1941.

By 1950, 42 percent of the 98 TV stations—all VHF—in the United States were affiliated with newspapers, according to *Who Owns the Media?*

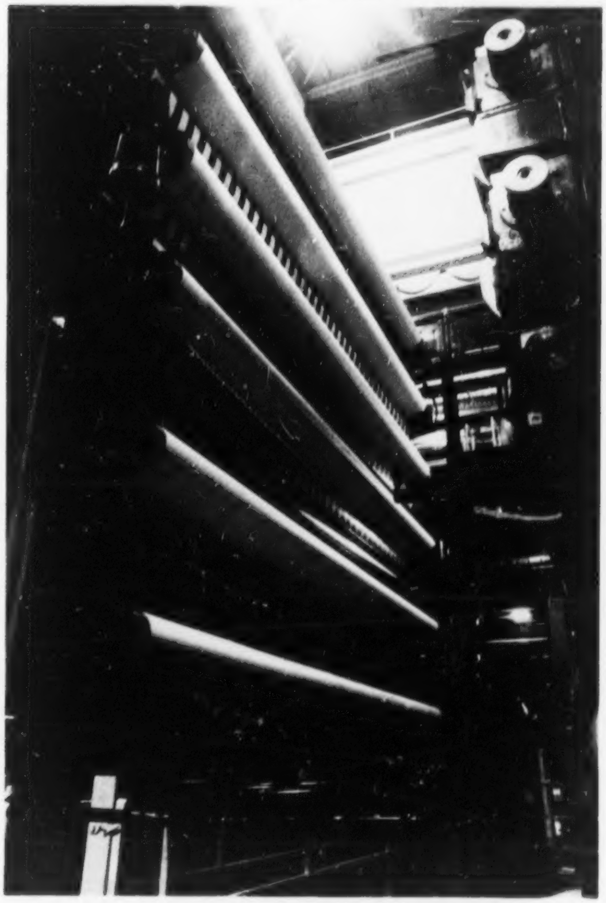
By Jan. 1, 1986, that proportion of ownership interest had increased to 45.6 percent of the 298 outlets in the top 100 U.S. markets, according to a study conducted for the National Association of Broadcasters. Counting the 297 UHF stations, newspapers' ownership of all TV stations in the top 100 markets was 29.6 percent, the study shows.

Newspaper ownership of broadcast has been affected by evolving FCC policy that can be viewed as four main thrusts.

First, the commission encouraged the mature newspaper business to invest in broadcast to bring stability to the then-young enterprise.

Next, the FCC in the 1950s imposed rules restricting the number of broadcast stations one company may own. It said a single company cannot own more than seven TV stations and seven each of AM and FM radio stations.

In 1975, the commission focused its restrictive actions directly on newspapers and adopted cross-ownership rules that, with the exception of some already-existing situations, prohibited a newspaper from owning a broadcast station in the same market where it publishes.



The New York Times Co. has partial ownership in Madison (Maine) Paper Industries, a newsprint producer.

Another contributing factor in the "back to basics" trend is that newspaper companies are naturally bullish on newspapers.

Finally, the commission two years ago eased the multiple ownership limits—raising the maximum number of each broadcast outlet one company can own to 12. It plans to lift the restraints entirely in 1990.

The effect of these developments has been seen in such cases as Tribune Co.'s 1985 sale of the Daily News of Los Angeles when it purchased KTLA-TV, an important feather in its broadcast hat. Tribune Co. "replaced" its newspaper loss by later acquiring Daily Press Inc. of Newport News, Va.

Adding KTLA to its TV-station lineup boosted Tribune Co.'s reach of U.S. viewing households to nearly 19 percent—the fourth-largest reach and the highest of any company not affiliated with a TV network. Interestingly, the company with the greatest household reach through network television, Capital Cities/ABC Inc., also has deep newspaper roots.

The policies on multiple ownership at first dampened acquisition activity, but the buy-sell pace picked up when the reins loosened in 1985. "Almost immediately after the new '12-12-12 rule' went into effect, the ownership of the television industry began to undergo significant structural change," says Herbert H. Howard, professor of broadcasting and assistant dean at the University of Tennessee's College of Communications, who conducted the National Association of Broadcasters study.

Scripps Howard was among firms buying more television stations and now has the most of any newspaper company: nine. Taft Broadcasting is the only company that owns the limit of 12.

Another field in which newspapers have been deeply involved over the last 20 years is cable television. There generally are no curbs on newspapers' owning cable. But with several newspaper firms selling their interests, the overall participation seems to be leveling off.

In June 1981, 15.7 percent of the 4,637 cable systems in the United States had some degree of newspaper ownership, according to *Television & Cable Factbook*. An analysis of more recent data from the same source indicates that the percentage was virtually unchanged in 1985, when about 15.8 percent of the 6,844 U.S. systems had some newspaper-company affiliation.

A separate analysis by *Television & Cable Factbook* shows that among the largest 100 cable systems as of Oct. 1, 1986, franchises that were owned at least in part by newspaper companies reached 16 percent of cable subscribers.

REASONS FOR LEVELING OFF. The newspaper business is not alone in throttling back diversification activity. Marbut and others say changes reflect trends throughout industry. Many businesses have found they need to "focus on things that make the most difference," the Harte-Hanks CEO says. "It's obviously in vogue to dance with the one who brought you."

One of the reasons is the recent slowdown in the economy.

Another is that companies found that when their adjunct businesses needed special attention because of strong competition or another situation, "they weren't prepared to support them in the nitty-gritty battles," Marbut says. The feeling is that when things get tough, "I'd rather shoot my bullets to benefit my own business."

Other executives say that cable television and other endeavors simply turned out to be more trouble than they were worth. "As it turns out, cable was not nearly as great a threat to newspapers as some people once thought it might be," says McClatchy's Potts. "And it turned out to be not as easy to run" as some had thought, he adds.

On the other hand, Potts observes an ironic twist to the cable story: It is contributing to the fragmentation of electronic media. That, in turn, benefits newspapers. "Cable television may turn out to be our best friend in the long run," he says.

Another contributing factor in the "back to basics" trend is that newspaper companies are naturally bullish on newspapers. Newspapers historically have generated impressive revenues and profits. Moreover, many of the executives who lead diversified communications firms got their start in the newspaper business.

Even among large companies that have diversified heavily into broadcast and other profitable areas, newspapers usually are still at the top of the heap when it comes to making money. Newspaper divisions of the 14 largest, publicly owned media companies on average contribute the most in revenues and operating profits—sometimes referred to as profits before taxes and depreciation. (See graph, p. 30.)

Maintaining profits is especially important for public companies because they are under constant stockholder pressure to show good performance. In the process, executives say, public companies might have less leeway in taking on ventures with high current costs but potentially high future profits.

Analyst J. Kendrick Noble Jr., first vice president of PaineWebber Inc. of New York City, says shareholder pressure probably was a factor in Times Mirror's decision to discontinue a consumer videotex service last year and to "focus on fewer lines of business, although in the media field."

Robert F. Erburu, Times Mirror's chairman, president and chief executive officer, characterizes the company's recent string of transactions as "redeploying assets . . . to further concentrate on those activities which are central to our mission as a media communications company."

OTHER EXAMPLES. The consolidation movement is also reflected at Gannett. "I don't think you could say we are diversifying any more," says Douglas H. McCorkindale, vice chairman and chief financial and administrative officer.

Already the biggest company in terms of U.S. daily circulation, Gannett's expansion plans emphasize buying more papers although the company remains "interested in anything in the media business," McCorkindale says.

But it has no designs on book publishing, he says, nor does it currently intend to delve more deeply into electronic services than its USA Today Update—an interactive data-retrieval service. Such services are "not a major factor at this time," he says.

Operation of cable television systems, in which Gannett was involved but left a long time ago, also looks doubtful. Although Gannett has submitted losing bids on cable systems through the years, there always were other properties—usually newspapers—that "presented, at least in our minds, a better future return," McCorkindale says. "That doesn't mean if the right opportunity came along, we would not take a look at it," however.

In fact, one such opportunity came along in mid-December when Gannett announced plans to form a television production company with former National Broadcasting Co. Chairman Grant A. Tinker. The operation will be located at Laird International Studios in Culver City, Calif., which Gannett also said it would buy for $24 million.

At Pulitzer Publishing Co. of St. Louis, which has both newspapers and broadcast stations, "We want to stay in newspaper properties because that's what we know," says Nicholas G. Penniman IV, senior vice president/newspaper operations. Books and magazines "are out of our bailiwick."

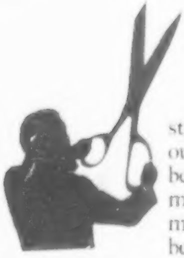
Pulitzer has expanded into community newspapers because the purchase prices have been reasonable and because they offer long-term growth, Penniman says.

MULTIMEDIA CABLEVI

Multimedia, founded in 1968 through a merger of two newspapers and three TV stations, expanded in the 1970s with television programming and cable systems.

A large firm that says it will own nothing other than newspapers is Ingersoll Publications, with 34 dailies and 115 weeklies. It continues to buy up newspapers at a fast clip. (See story, p. 25.)

Another company that says it will own newspapers exclusively is Media News Group, a 3-year-old, fast-growing group that now consists of 26 dailies and 18 non-dailies. It was MNG that last year acquired the Dallas Times Herald from Times Mirror. The "prospects are zero" for the firm to buy broadcast stations or anything other than newspapers, says President W. Dean Singleton. "We started the company with the intention of publishing newspapers, and that's what we're going to do."



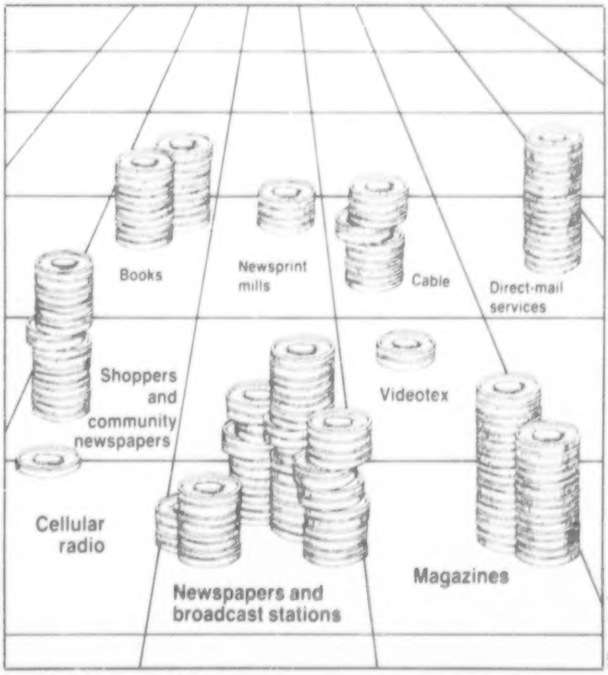
Newspapers will become "a stronger and stronger vehicle" as the number of television outlets increases, Singleton says. "As there become more and more television stations and more and more cable systems and more and more channels on cable franchises, television is becoming fragmented more than ever before."

In past years, an advertiser could reach 90 percent of a market with a single broadcast buy, he adds, but now it is hard to get 60 percent. In fact, he says, covering a market via broadcast will be increasingly difficult short of "seven or eight buys."

SOME STILL EXPANDING. Although the "back to basics" trend is firmly nestled in many company ranks, several have no intention of "consolidating." One is The Hearst Corp., a communications centenarian that has become one of the most heavily diversified firms of its type. Its vast holdings now include 14 dailies, three weeklies, 13 monthly consumer magazines, 28 book-and business-publishing units, six television stations, seven radio stations, five cable systems, King Features Syndicate and other properties.

"Our growth plan . . . over the next several years will follow the same strategy we have had in place for about 10 years," says Frank A. Bennack Jr., president and chief executive officer. Future growth "will continue to come through acquisitions, expansion of existing properties, and new business starts such as our partnership in two major cable TV networks—Lifetime and Arts & Entertainment." Growth for the rest of the decade "and into the 1990s will adhere to the same strategy that has tripled our size in the past 10 years," he says. "The only caveat is that our expansion must be related in some way to communications."

Bennack says that in the last six years, Hearst has spent about $1 billion on acquisitions, including two major magazines, three TV stations, eight daily papers, a major book company, several cable systems and a syndicate.



Alberto Pacheco

> *As with the steam engine 150 years ago, "today nobody can be certain what form the needs and demands of the information society will take."*

Another company that continues to charge full steam ahead with broad-based acquisitions is The News Corp., Rupert Murdoch's international media empire.

"There, we saw a newspaper company go Hollywood," says Tribune Co.'s Longson. The News Corp., through its U.S. subsidiary News America Corp., now owns Twentieth Century Fox Film, Fox Television Stations and Fox Broadcasting Co. which is seeking to become a fourth TV network in the United States.

News America trimmed its daily newspaper holdings in the United States to three last year when it sold the Chicago Sun-Times. (See profile, p. 40.) Two of the remaining Murdoch papers, the New York Post and The Boston Herald, are for sale. In a cross-ownership ruling, the FCC said in late November that Murdoch must sell the Herald within 18 months because of his company's recent purchase of WXNE-TV in Boston.

However, on a global basis, Murdoch continues to pursue newspaper opportunities. Late last year, he bid $1.2 billion (U.S.) for the largest media company in his native Australia, Herald & Weekly Times Inc. He also is acquiring a majority interest in Hong Kong's largest English-language newspaper, the South China Morning Post.

Worldwide, at the end of June 1986, newspapers accounted for 51 percent of The News Corp.'s revenues of about $1.36 billion (U.S.) and for 29 percent of the company's operating income. The previous year, newspapers accounted for 65 percent of revenue and 48 percent of operating income. The decrease reflected the entry into entertainment and other areas. Activities of The News Corp. also include airline and freight services, hotels and resorts, and computer software and related services.

The reason for broad communications diversification, Murdoch says, is to prepare for future communications needs, whatever they might be. "Just as 150 years ago nobody could be sure what the new technology of the steam engine would portend, today nobody can be certain what form the needs and demands of the information society will take," Murdoch said in The News Corp.'s 1986 annual report. "We believe The News Corporation is well-positioned to take advantage of these changing circumstances," he added.

A company that plans both to build up its core business of publishing newspapers and to diversify through cellular radio is Affiliated Publications Inc. of Boston, publisher of The Boston Globe. The firm made an unsuccessful overture last fall to The Journal Co. of Milwaukee, and company officials say openly they hope to acquire additional newspapers. Meanwhile, Affiliated has sold its nine radio stations to help finance growing investments in cellular through McCaw Communications, which is 45-percent-owned by the Boston company.

WHAT THE FUTURE HOLDS. Whether other media companies will resume vigorous diversification activities remains to be seen. According to some analysts, the current situation is just part of a

Holdings of 15 largest U.S. newspaper companies (by daily circulation)

	Dailies	Non-dailies	TV stations	Radio stations	Cable systems	Magazines	Book companies	Other (not necessarily all-inclusive)
Gannett Co., Arlington, Va.	93	40	8	18	0	0	0	Marketing services; supplemental news service; Gannett Satellite Information Network; television programming; commercial printing; electronic publishing; Louis Harris & Associates; USA Weekend
Knight-Ridder Inc., Miami	34	7	8	0	0	0	1	Business Information Services, including a wide range of information in printed and electronic form such as commodities data, financial news, the Journal of Commerce and the Vu/Text database service; TKR Cable Co., partial ownership; marketing services; supplemental news service; trucking company; newsprint manufacturing, partial ownership
Newhouse Newspapers, New York City	27	0	0	0	70+	10	6	Microwave communications services; Parade
The Times Mirror Co., Los Angeles	8	0	4	0	50	7	4	Marketing services; syndicated news and feature services; medical products; timberlands
Tribune Co., Chicago	9	10	6	5	0	0	0	Marketing services; Independent Network News; entertainment programming; Chicago Cubs; newsprint manufacturing
Dow Jones & Co., New York City	25	2	0	0	0	3	1	AP-Dow Jones international news wire; business information services, including electronic publishing; Continental Cablevision, partial ownership
New York Times Co.	26	7	5	1	56	7	0	Syndicated news services; newsprint manufacturing, partial ownership
Scripps Howard, Cincinnati	21	46	9	5	37	0	0	Scripps Howard Supply Co.; syndicated feature services; videotape duplication
Thomson Newspapers Ltd. (U.S.), Des Plaines, Ill.	97	5	0	0	0	0	0	Newsprint manufacturing, partial ownership
Cox Enterprises Inc., Atlanta	20	11	8	12	24	2	0	Television programming; newsprint manufacturing, partial ownership
The Hearst Corp., New York City	14	3	6	7	5	38	4	Cable programming; syndicated feature services; magazine distribution; timberlands
Capital Cities/ABC Inc., New York City	9	38	8	19	0	65+	0	ABC network; cable programming; electronic publishing; book publishing through certain divisions; 15 specialty newspapers
Freedom Newspapers Inc., Irvine, Calif.	29	3	5	0	0	0	0	
Central Newspapers Inc., Indianapolis	7	0	0	0	0	0	0	Weekly Arizona Business Gazette
The Washington Post Co.	2	1	4	0	53	1	0	Sports cable programming; syndicated news and feature services; videotex; newsprint manufacturing, partial ownership; cellular radio, partial ownership; educational services

continuing business cycle, and expansion into other areas probably will resume with the next swing of the pendulum.

There are no sure bets on the timing. Even looking ahead three to five years is difficult, says Gibbs of Communications Resources. Future developments will depend largely on success of existing acquisitions and on the economy. "It may sound simple, but that's what it boils down to," she says.

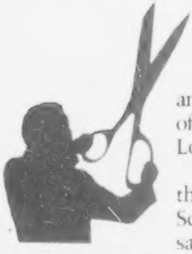
Some companies are preparing for the future by delving into computerized data-retrieval projects. Despite the shutdown last year of Knight-Ridder's Viewtron and Times Mirror's Gateway videotex services, executives say such new services still should be studied.

Lee Enterprises of Davenport, Iowa, is experimenting with an interactive audiotex service—an information-retrieval system using that ubiquitous communications instrument, the telephone. While computer-based videotex has usually turned out to be overly expensive, complicated and burdened by such concerns as violations of the user's privacy, audiotex (sometimes called the "voice information services industry") is relatively unencumbered. "Everybody knows how to use the telphone," notes Robert D. Ross, Lee's vice president of new ventures.

Without tipping his company's hand, the Lee executive says audiotex offers good lessons for newspapers in serving future communications needs. "There are opportunities" in providing over-the-phone services, he says.

Echoing international media magnate Murdoch, Ross observes that no one yet knows how the media mix will end up. That being the case, newspapers should obtain a better "understanding of marketing and retailing so we can better serve clients," he says.

Longson of Tribune Co. agrees. "We can't stop the world from changing," and therefore newspapers should participate to a greater degree than is now the case in the inevitable information evolution, he says. What is the best way to do so? "If I had the



answer to that question, we could add a couple of dollars per share to the bottom line, I think," Longson says.

Lee's audiotex venture, like most projects in their early stages, is not yet profitable. Lloyd G. Schermer, chairman and chief executive officer, said in the company's 1985 annual report that further development costs will be incurred.

However, a 3-year-old audiotex service operated by Dow Jones & Co. and called DowPhone is "nearing profitability, which Dow Jones sees as just around the corner," says Lawrence A. Armour, corporate relations director. DowPhone is part of Dow Jones' Information Services unit, which also includes the successful Dow Jones News/Retrieval Service, an interactive database.

Armour says Dow Jones will continue to have a strong commitment to print. Among its other holdings are The Wall Street Journal and 22 dailies that are part of the Ottaway Newspapers group, plus Barron's business weekly and book publishing. "At the same time, we are saying if they want it (information) electronically . . . we're going to be able to give it to them," Armour explains.

Knight-Ridder, although it abandoned Viewtron, remains a videotex player through its Business Information Services unit. One part of that unit is the Financial Information Group, which includes such things as Commodity News Service, Knight-Ridder Financial News and a system called MoneyCenter. Launched in 1985, MoneyCenter allows personal-computer users to analyze a variety of financial data.

Alvah H. Chapman Jr., Knight-Ridder chairman and chief executive officer, says business information services are the smallest but fastest-growing portion of his firm. Revenue from them rose 19.6-percent in 1985, totaling just under 5 percent of Knight-Ridder's overall revenue. Newspaper advertising and circulation revenue grew 2.9 and 3.5 percent, respectively, and together constituted about 89 percent of the company total.

> *There are few arguments that the newspaper will continue to be one of the strongest—if not the strongest—information sources.*

Although it is conceivable that Viewtron or a similar service could be resumed given a sufficient market, Chapman says that is "not a very viable prospect in the short term."

He notes that newspapers are Knight-Ridder's mainstay. The company's most recent acquisition—for $311 million—was the State-Record Co. of Columbia, S.C., a group of six dailies and two weeklies published in South Carolina and Mississippi. It was the first time since 1980 that the company added to its group of newspapers. "Our philosophy is to become a diverse communications company, but not at a breakneck pace," Chapman explains. "For the long term, newspapers will be predominant in our company."

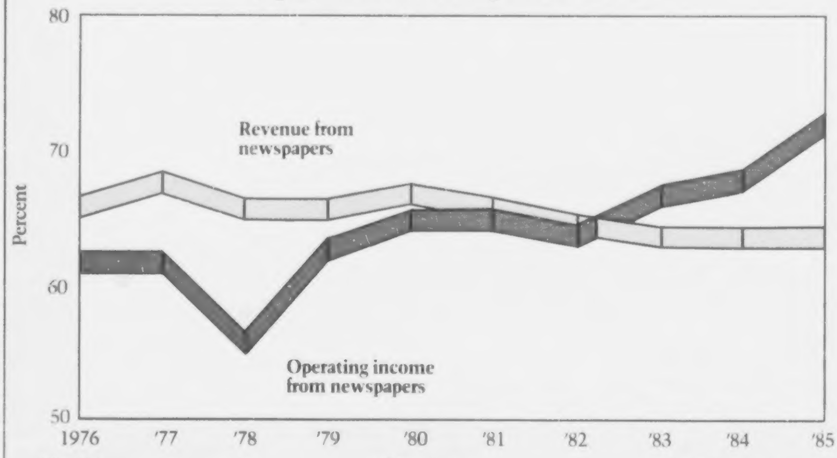
Executives of many other media companies make similar statements.

Tribune Co.'s Longson says the "newspaper franchise will be more important and stronger than it is today," especially with the fragmenting of broadcast and other proliferation of message outlets. The consumer "needs a single, reliable source" that will serve as the "starting point" in the quest for information. But to be most effective, newspapers must adapt to change. Instead of providing traditional, in-depth stories, Longson says, they may have to offer more abbreviated items serving as "the menu of information that will be important on a daily basis."

Gannett, too, is bullish on its newspaper operations, but it also keeps an eye on the future. McCorkindale says there is enough information "on the cutting room floor of USA Today" to satisfy most anybody's information needs. How people will want to receive that information—indeed, *whether* they will want it—is another matter.

There are few arguments, though, that the newspaper will continue to be one of the strongest, if not the strongest, information sources—and the centerpiece of most media firms' corporate lineups. "It remains one of the great bargains," says newspaper broker Dirks. "I'm just a great believer that the portable, clippable smorgasbord that (readers) get in their daily newspaper is a cost-effective package that will be very hard to improve upon." ☐

Share of revenue and operating income attributable to newspapers at 14 public media companies in U.S.[1]



[1] Gannett
A.H. Belo (went public 1983)
Knight-Ridder (estimated)
Park Communications (went public 1981)
Media General
Affiliated
Washington Post Co.
Multimedia
Capital Cities/ABC (all "publishing")
New York Times Co.
Lee Enterprises
Tribune Co.
Dow Jones & Co. (estimated)
Times Mirror

3rd in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Why was one of the biggest scandals in the country covered by only one reporter?

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Because no one else believed it could possibly be true.

On January 30, 1985, Arthur Howe reported in Knight-Ridder's Philadelphia Inquirer that the IRS had lost $300 million in tax payments made by 10,000 companies.

Week after week, Howe uncovered mounting evidence of a virtual breakdown in the IRS. Other reporters apparently couldn't believe this could be happening at the omniscient IRS.

The IRS stonewalled Arthur Howe. His questions went unanswered. So he cultivated sources inside the IRS. They told him of a complete collapse in IRS management and morale.

As many as one out of every three income tax returns was mishandled in 1985.

In Atlanta, a worker was caught flushing returns down a toilet.

In Memphis, difficult returns were marked with a big brown "X" – a signal to other workers down the line to destroy the returns.

In Santa Ana, Calif., a mail clerk couldn't keep up with the flood of correspondence. So he took 11,000 pieces of mail, with $800,000 in checks, home.

Arthur Howe uncovered evidence that the IRS was shredding returns. The agency denied it. And The New York Times, among others, ran editorials defending the Internal Revenue Service.

No other newspaper had ever taken on the IRS on such a broad scale. But for Knight-Ridder's Philadelphia Inquirer there was never a question of what to do – stay with the story.

By year's end, the IRS admitted to a nationwide breakdown of its system. And on its 1985 tax forms, the IRS apologized to every American taxpayer.

Arthur Howe won the 1986 Pulitzer Prize for National Reporting. He had written 58 stories in 15 months for The Philadelphia Inquirer. By comparison, other news organizations hardly touched the story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

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FINANCIAL EXECUTIVES

Don't call them "number crunchers." They are increasingly playing central roles at newspapers.

BY GENE GOLTZ
presstime staff writer

William Randolph Hearst is credited with fanning the flames of the Spanish-American War, if not with actually creating it. When illustrator Frederic Remington wired Hearst from Cuba in 1897 that all was peaceful and he wanted to return home, Hearst wired back: "Please remain. You furnish the pictures and I'll furnish the war."

There is no known record in any history book that Hearst consulted his chief financial officer before firing off the telegram and fomenting a war. Nowadays, however, it is doubtful that many editors or publishers would send a reporter into an adjoining state let alone another country without first checking the budget and conferring with the paper's financial chief who puts the numbers together.

In years gone by it seemed almost an ironclad tradition that the news people never talked to the money people at newspapers. Departments of the modern newspaper, however, are integrated to a degree unheard of in the past. And often it is the chief financial officer who brings them together.

Today, few heads of newspapers, big or small, will make a significant move without consulting the head financial wizard—whether he or she is called the chief financial officer, controller, chief accountant, number cruncher or bean counter.

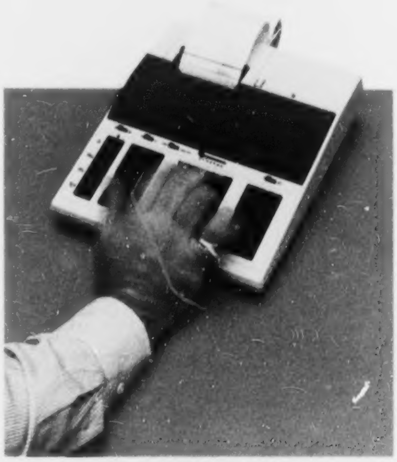
"One of the things we kind of take for granted is that one of our top roles is to consult with the president and publisher on general policy matters and assist them in making decisions," says R. E. (Bob) Hallowell, vice president/finance at The Seattle Times.

NERVE CENTER. The increasing role of the financial officer is recognized on the news side too.

Ben J. Bowers, vice president and executive editor of the Greensboro (N.C.) News & Record, attended an MBA program at Harvard University in 1984 and learned to appreciate the financial point of view [presstime, Nov. 1986, p. 12]. At least now I know what they're talking about. I'm still not a number cruncher, but finance very definitely is a part of the overall strategic planning."

Today, Bowers talks with financial, advertising and marketing people as a matter of course. Key people from every department serve on the newspaper's marketing committee, and virtually no decisions of importance are made without every department contributing.

The finance department, says Bowers, is the nerve center of the committee. In fact, the committee is chaired by the firm's vice president for financial administration.



How does this approach work in practice? Bowers offers an anecdote.

The news department recently decided it would like to improve business coverage, he says. In the past, it would have simply done it. A couple more reporters would have been put on the business beat, and that would have been the end of it.

"But I'm already running in excess of the newshole I'm allotted," Bowers says, recounting the decision-making process. He brought the problem to the marketing committee, an approach that would have horrified editors years ago.

Someone on the committee thought a way out would be to publish a separate business tabloid to run on Mondays. But an unanswered question was whether it could sustain itself. The advertising director visited some newspapers that had published such tabloids successfully. Then he consulted with the finance people at the News & Record, and they came back with the answer that it could be done.

"We did this together," says Bowers. "That's the type of thing—I almost said 'product,' which is a word an editor could get shot for using some years ago—that comes out of talking with the chief financial officer and the marketing committee."

> *"The controller has a unique perspective, and he's an independent person."*

Richard F. Spears, chief financial officer at the Greensboro paper, carries the titles of vice president and business manager. He has two subordinates, a controller and assistant controller, both certified public accountants, or CPAs, who take care of day-to-day finances and short-term budget items. Spears concerns himself with long-term strategic planning, such as projections of how a new business would perform should the company acquire it.

PROVIDING INFORMATION. The Greensboro daily is an example of how modern newspapers use the talents of their finance people. "No more sitting in the basement counting beans," says Robert Kasabian, executive director of the International Newspaper Financial Executives, a professional association representing 1,100 executives from 800 newspapers around the world but predominantly in North America. Membership is growing, according to Kasabian. "Financial officers," he says, "are in the board rooms. We're in the publishers' offices, helping make decisions."

John O'Brien, vice president and controller of The New York Times and recently elected secretary of INFE, agrees that the role of the chief financial officer in most newspapers has changed dramatically in recent years. The Times is a prime example.

"We work very closely with editorial," O'Brien says. "This is a thing that's changed in the past 10 or 15 years. Now we're all part of the same game. . . .

"What the financial person used to do was present a profit-and-loss summary; he'd crunch all these numbers, and that's all he was invited to do. Gradually, everybody came to realize that his role is to guard all the assets. So you find that this requires him to look in everybody's bedroom window. The controller has a unique perspective, and he's an independent person, and that's what the publisher needs. You never have enough information to run your newspaper."

The role of the financial officer, says O'Brien, is to give the publisher good information. "If he's going to get bad information, it is not possible for a newspaper to be profitable. If you're not making enough money, you're not going to be around."

Just in the three years since she has been controller at the Journal-Courier and the New Haven Register in New Haven, Conn., Pamela L. Erickson says her role has been evolving.

"We are getting more into sophistication of budgeting and cost studies in the newspaper business," she says. Computers, she says, may have added new elements to the business, but basically the publishers must rely on financial employees to interpret the numerical data as they did in the past.

"It's great to have a computer, but newspapers have had systems all along. Even if you're on a manual system, someone still has to interpret the information. It's great to print out numbers, but who's going to make sure that the numbers come out in the proper places?"

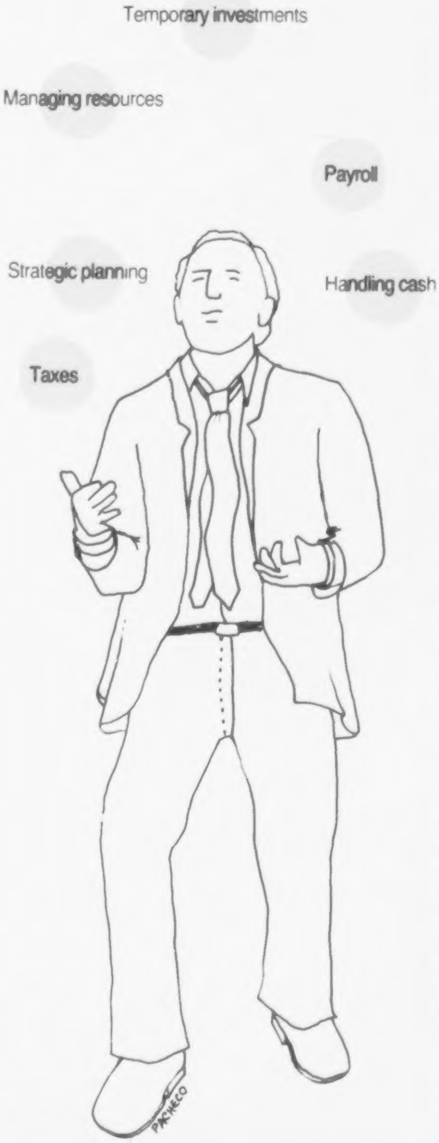
This evolving, broader role of the financial officer is what nearly all of them stress when asked how their jobs are changing.

Hallowell of The Seattle Times, who says he never uses the term "number cruncher" because he finds it demeaning, offers the following as only a partial list of what he does as chief financial officer: planning, safeguarding corporate assets, managing the financial resources, meeting the payroll, handling the cash, investing temporary assets, dealing with 10 to 15 local, state and federal tax jurisdictions, and filling out numerous tax reports each year.

At his paper, as at most other papers, the chief financial officer is a CPA rather than an MBA, or master of business administration, Hallowell says. Even so, the Times has plenty of MBAs in key positions. They include the company president, the controller, the treasurer, the vice president/circulation and the executive editor.

But the CPAs run most aspects of finance, says Hallowell, himself a CPA.

According to the Seattle executive, the finance manager "crosses all department lines." He is the main source of information for management, the one who furnishes the publisher or board of directors with critical information during consideration of acquisitions, other major purchases, or the direction the company can take in the future.



"You've got to decipher the data and tell the boss what it means," says INFE's president.

Another important area where the financial manager serves is as a "facilitator," Hallowell says. "He assists other operating managers in communicating their needs."

The individual in that position must have good rapport with everyone at the newspaper, he adds, inasmuch as he or she communicates with the board of directors, the shareholders, the employees, the owner.

Graham Woodlief, who was elected INFE president at the organization's 39th annual convention in Boston in October, says, "You've got to decipher the data and tell the boss what it means."

Woodlief, chief financial officer for the Richmond (Va.) Times-Dispatch and The Richmond News Leader, says necessary qualifications for a CFO include "professionalism, trust, no nonsense, consistency and discipline."

COMPUTERIZATION. Uzal Martz Jr., president, publisher and treasurer of the Pottsville (Pa.) Republican, agrees that finance people are consulted more than they used to be. The onset of computers had something to do with this, he thinks.

In 1968, when he joined the Republican, the paper, like most others at that time, had no computer system. Now it has eight different computer systems. As chief financial officer in addition to his other duties, Martz is responsible for all eight.

In circulation, for example, the computer has 65,000 households identified as subscribers, non-subscribers and in other categories. When the advertising department wants special information in a special demographic area, the finance department provides the answers.

"So in that sense, the financial department has taken on a broader scope of responsibilities," Martz says.

Computers, however, were only a part of the change that has taken place within the past few years, he says. "I definitely think financial officers are listened to more now than they were in the past, and I think one reason is because there is a greater complexity now."

Today, Martz says, the finance executive's main job is not simply to come up with the numbers but to evaluate those numbers. He or she has to tell the publisher (or in Martz's case, the board of directors) what the numbers mean, in the context of how they are presented.

It's a far cry from nearly a century ago, he says, when finance men wore green eyeshades and "paid the bills and kept track of what you had to pay. All you did then was move numbers around." ☐

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1 Wanda Chappell, director of subsidiary rights, *Arbor House;* 2 Chuck Thompson, production director, *Arbor House;* 3 Fern Edison, director of publicity and public relations, *Avon Books;* 4 Michael Kazan, publishing manager, *Avon Books;* 5 Paul Deykerhoff, jobber/trade sales manager, *Avon Books.*

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There Are Colleagues in Nicaragua Ready to Help Visiting Reporters

BY FRANK AUKOFER

Pack journalism, as most of us understand it, is defined as a group of reporters from different publications who chase the same sources and swap information so they can all write the same story.

Though almost nobody admits to it, and good reporters and editors deride the practice, packs of American reporters dog every major story in the world. And their cooperative efforts are not always bad.

Where the pack encourages homogenization and discourages initiative, it should be condemned. But in special situations it also can function as a reservoir of professional courtesy and provide a newspaper with far better coverage than could be obtained otherwise.

That was precisely what happened when I traveled to Nicaragua to cover the trial of Eugene Hasenfus, who was captured by Sandinista troops after he parachuted from a cargo plane—carrying military supplies for Nicaraguan rebels—that was shot down.

The Milwaukee Journal had a double local angle on the story. Hasenfus is from Marinette, Wis., a small city north of Green Bay, and Wisconsin is Nicaragua's sister state in the Partners of the Americas program.

Nicaragua is not an easy place to work, especially for a newspaper reporter with minimal Spanish who was dispatched there quickly to cover a breaking news event. Because I had been there briefly in 1983 as part of a trip through Central America for a seven-part series in the Journal, I had an inkling of what to expect.

Though Nicaraguans display little animosity toward American journalists, the bureaucracy is dense and cumbersome, transportation is difficult, and basic information is hard to come by without help. For example, there are no street addresses in Managua, and telephone books are dated and mostly useless.

Fortunately for me, the foreign press corps there—most of them Americans—contains some of the best journalism colleagues I've met in 26 years as a newspaperman. Everybody helped—with telephone numbers, advice, directions, rides, information, translations, facilities and "fills" from sidewalk interviews.

Not once did I encounter anyone who was even slightly hostile or reluctant to provide assistance. During the Hasenfus trial, for example, it was virtually impossible for one reporter to interview all the principals as they arrived and left. So we went in different directions and filled in each other later. With my poor Spanish, I was more of a consumer than a provider.

Working for an afternoon paper, I occasionally had to file on deadline. But there were no telephones available for international calls anywhere near the trial. At first, I was able to get back to my hotel, which was 10 minutes away. Later, however, the Sandinistas took over that hotel for official guests attending their 25th anniversary celebration and moved journalists to hotels in outlying areas.

When that happened, ABC News and The Washington Post, which have their bureaus in the same house in downtown Managua, let me use their telephones and other facilities. The Post's Edward Cody, an experienced foreign correspondent, also helped me sort facts from folderol. On occasion, I worked out of the AP bureau, and the NBC bureau helped me keep track of all scheduled events.

When I ran short of money and had little hope of getting any because of the U.S. trade embargo, NBC Bureau Chief Elena Calder came to the rescue. The Journal sent a check to NBC in New York, which authorized Calder to disburse dollars to me. Laura Lopez of Time magazine not only whispered translations but also helped bail me out of a money-exchange dilemma. I could easily list half a dozen others who made life easier so I could concentrate on my reporting.

Though I had all that help, I spent most of my time working on my own. I reported on the trial and also developed many other stories—some with local angles, some not. The Journal's coverage was unique and tailored to its readers, but it was far better than it might have been because of the professional courtesy of colleagues. Call it pack journalism at its best. ☐

Aukofer has been a reporter for The Milwaukee Journal for 26 years, the last 16 as Washington correspondent. He recently spent three weeks on special assignment in Nicaragua.

Aukofer (right) listens during the trial of Hasenfus (center). Also listening is interpreter Jose Perez.

JANUARY 1987

presstime

The Journal of the American Newspaper Publishers Association

index 14

subject index
covering
six issues
from July
through
December 1986

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ANPA

There's a Right Way To Handle Dismissals

BY PATRICIA P. RENFROE

Many successful newspaper executives maintain that one of the most important things they do—if not the most important—is hiring good workers. However, the flip side to that activity—discharging employees who are not productive—is becoming an equal challenge.

The necessary dismissal of poor performers can still be done, of course, but it's not as easy as it once was. The key is to establish a clear procedure and then stick to it.

Dismissing an employee involves trauma for both the employee and the organization. The goal is to minimize that trauma by treating the individual as humanely as possible and to protect the company by ensuring that former employees have no grounds for successful legal action.

It's this threat of legal action that is at the core of the recent lament of some newspaper managers: "We cannot dismiss poor performers. The government and courts will not let us."

In most cases, this simply is not true. Publishers and human resources executives report there have been relatively few legal actions taken against newspapers after firing employees for unsatisfactory work, poor attendance, or violations of company rules and policies. And in those instances when cases have been brought, newspapers have prevailed in the vast majority.

Avoiding legal action, they say, depends upon the establishment of formal procedures such as performance appraisals [presstime, Aug. 1986, p. 17] and progressive discipline actions. Both entail written records shared with employees and maintained in personnel files.

NECESSARY STEPS. Judith A. Szabados, manager of human resources at the Daily Herald of Arlington Heights, Ill., says a well-designed and properly administered appraisal system can be a major factor in helping an employee meet performance standards or in defending a dismissal decision should that become necessary. She says that the Herald system of new-employee reviews after 30, 60 and 90 days keeps managers in close contact with recent hires. The plan provides early insight to a worker's performance.

In addition, an annual performance review serves as an ongoing monitor of an employee's performance growth. It also documents that a dismissal decision is based on facts and not on supervisory whim.

A progressive discipline system is an effective way for newspaper managers to address poor attendance, tardiness and violations of policies and rules, from which most discharges at newspapers originate.

The system is set up to inform employees of problems and to direct that corrective action be taken. It is a formal system designed to apply pressure for improvement through multiple verbal and, finally, written warnings. Ultimately, it is the vehicle for discharging the employee who has been given every opportunity to meet prescribed improvement and has not done so. Managers' efforts to assist employees should also be documented as part of the plan.

At the Carroll County Times in Westminster, Md., employees reaching the written warning stage are notified they must show improvement in a given period, says Publisher Edward E. Beeler. Time limitations are imperative for both the employee and the supervisor because they keep everyone directed toward achieving a stated goal: improving performance or changing behavior.

EXECUTING THE PLAN. Accurate and fair administration of any discipline system is necessary not only from an operational standpoint, but also as legal support in a challenged discharge. Good administration hinges on several managerial steps.

First, supervisors need to know who in management should be informed about a problem and who has final authority to dismiss. At the Fort Myers (Fla.) News-Press, for example, no one is discharged without publisher approval. This is true also at Beeler's newspaper, where, he says, every piece of documentation crosses his desk for a final OK.

Other newspapers require department heads or supervisors to consult with the personnel department.

The actual dismissal is handled in most instances by the employee's immediate supervisor.

The second step is that every phase of the process should be documented, even verbal warnings. This can be done by placing a temporary memorandum in the personnel file noting that a discussion took place with an employee and listing changes the worker was told to make.

Written warnings often are in a specific format, sometimes even on a printed form. They can become a permanent part of the employee's file.

Complete documentation becomes important also in the increasingly difficult area of reference checking. How responsive a former employer can be when contacted by a discharged employee's potential employer is predicated in part on whether the information can be substantiated by the personnel file [presstime, Dec. 1985, p. 22].

While some managers believe that the employee should have a copy of any memorandum placed in his or her file, others disagree. So do some attorneys.

State laws vary on employee access to such files, but most states do allow access. Newspaper executives should be aware of the law in their state.

It is also advisable, say some managers, to think of how "you would want to be treated in such an instance." Surprises in the personnel files can lead employees to distrust management's motivation.

The third management step involves training managers and supervisors to use the process correctly. Executives should know the purpose of performance appraisals, the progressive discipline process and the various steps to be used. They also should develop skills to approach and hold discussions with employees.

Jo-Ann Bradley, human resources director at the Fort Myers daily, attributes her newspaper's low percentage of dismissals to proper training. "It is made clear here," she says, "that every supervisor is expected to implement all phases correctly—to seek improvement and not to jeopardize the newspaper."

Yet another step for managers is to educate employees about the various policies. Many newspaper employee handbooks briefly outline the policies. But experts say supervisors should further discuss them with subordinates.

Experts say that so long as newspapers adhere to these and other reasonable policies, their track record of fair and successful employee terminations will continue. ☐

Renfroe is ANPA manager/personnel relations.

Readers (People) Respond Best To Messages From the Heart

BY DANIEL J. WARNER SR.

Those of us who attended the American Press Institute's J. Montgomery Curtis memorial seminar in September were asked to speak two minutes or so on the subject of attracting and retaining readers.

Somehow, the subject didn't hit quite right with me, until I started thinking of it not as attracting and retaining readers, but as attracting and retaining people. Like it or not, that's what readers are.

It caused me to think of various people in my lifetime I've tried to attract and retain.

There was Faith Dwelling in the third grade. When I tried to attract her, she stuck me with a pencil, the lead of which still is embodied in my left hand.

And Cynthia Lowry in the seventh grade. She was the 20-some-year-old sister of one of my friends, and I think I bemused her for about 10 minutes one Saturday afternoon.

There was DeeAnna Munns, and Beverly Brooks, and Susie and Barbara in high school, all of whom I managed to attract but failed to retain.

Finally, there was Janet. I attracted her at the age of 20 and have managed to retain her since.

I did it by being myself to her.

But newspaper editors, it seems, don't do that when they try to attract and retain readers.

I've done 18 or 20 API seminars, and in them I've had the opportunity to critique 600 to 700 newspapers.

You know what I find when I read those newspapers? I find that the editors and writers, and even photographers, somehow leave their humanity at the door when they come to work in the morning.

Instead of being human, they try to be important or significant. They talk about issues and such.

Once, in preparation for a seminar, I asked a group of editors to write out what they had personally done for a week and what they cared about as individuals.

Daniel J. Warner Sr.

Then I critiqued their newspapers. Do you know that not one of the things they mentioned as personally doing or being important to them appeared in their papers. Instead, in the stories and in the headlines, they were full of words like meeting, budget, planning, program, agency, funding, implementing, welfare, sewerage, waste disposal and mass transit.

A recent job applicant proudly showed me a clip of a story he had done on how the federal budget might affect a certain local county. It was full of words like those above. It mentioned programs, agencies and issues. It didn't say a damned thing about people.

I said, "Who cares?"

He said, "This is important stuff."

I said, "Look, tonight after work I have to pick my son up at the bus, go home and talk about his class schedule for this year, hear my wife tell me about what a jerk her boss is, eat supper, clip the bushes out front, go to a church meeting to argue over whether we really want to give a lot of money to the poor, and then come home and play with the dog and maybe even my wife.

"What kind of a headline are you going to put on that story that makes me interrupt any of that to sit down and read the paper?"

He said, "I see what you mean."

If I am going to be attracted to a newspaper, I need to see on it front pages with pictures that show action and relationships and stories and headlines with words in them like life, death, love, family, mother, father, brother, sister, money, sex, children, neighbors, neighborhoods, tragedy, caring, hunger, desire and damned shame.

I need to see something in the paper that touches my feelings—that makes me feel elated, or brings tears to my eyes, or makes me damned mad or scares the bejeebers out of me.

I need stories that tell me about bravery.

Or wrongdoing.

Or success and failure.

I need stories that touch my life—*my* life. I need to know how the tax bill touches me, or how drugged-out fellow workers screw up my job security, or how the mayor will cost me money today or next year.

I need stories that are done with a sense of craft and caring. I want to know that some writer cared enough about me, the reader, to do it well.

I need stories that are exciting and lively. I have enough boredom and drudgery in my life.

I need a newspaper that doesn't deliver a monologue but invites me to a dialogue. We run a call-in column called SoundOff. Recently, I did a focus group where every reader declared that he or she read SoundOff daily.

When I asked why, one young man, shy until then, blurted out: "Well, people talk about things they are mad about, and when you read it you don't feel so alone anymore."

I need a newspaper that shows it cares about me. I need a newspaper so attuned to my world that when I read it I shake my head and say, "Wow." Such a newspaper is one that shares my values as a human being.

Let me give an example:

The day after the space shuttle Challenger exploded, newspapers across the country ran editorials saying NASA and the shuttle program should go on. That was an intellectual position I don't argue. But a day after Challenger exploded, it was an intellectual position that didn't matter.

What mattered was that a nation shared a common grief for Christa McAuliffe and her fellow explorers.

That's how we wrote our editorial—from the gut, not the head. Or, if you prefer, from the heart—the same way I wrote love letters to my Janet, who I won and have retained for nearly 30 years. □

Warner is editor of The Eagle-Tribune in Lawrence, Mass.

4th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

The Miami Herald
MIAMI HERALD EMPLOYEE
NAME EDNA BUCHANAN
DEPT PRESS
EMPLOYEE NUMBER 1083
SIGNATURE
THIS CARD MUST BE RETURNED TO SERVICE DEPT

She's the best in the business at cops and robbers.

© 1986 Knight-Ridder, Inc.

Edna has relentless curiosity.

She dresses each morning to the cryptic crackling of police radios.

On her way to work, she often stops by police stations and scans the printouts to see if there were any intriguing overnight arrests.

Once at her desk, she'll phone an assortment of detectives. There isn't a cop in town who has to ask, "Edna who?"

Every city in the country has crime.

Only one has Edna.

Edna Buchanan covers crime and the cops for The Miami Herald. Edna's byline is on more than 200 stories a year.

All this in a newspapering age where the police beat is often considered a mere jumping off place for more "desirable beats."

Edna can't imagine a better assignment.

"Writing police stories is never dull," she says. "They're people stories, what makes people tick. What brings out the best in people or drives them berserk. You can't learn as much about people on another newspaper beat."

Edna fiercely follows up leads.

Edna hiked all over Coral Gables, Fla. looking for a hooded rapist.

He is still at large. But through her stories, the police know a lot more about him.

She tries to find out why life ends too soon for so many. Why a feisty boxing champ found depression a fight he couldn't win and killed himself. And there was her painful account of how a father felt compelled to kill his comatose 3-year-old daughter in her hospital crib.

For these and other stories, Edna Buchanan won the 1986 Pulitzer Prize for General News Reporting.

Edna has been developing her own police stories at the Herald for 15 years.

Many newspapers shift reporters from beat to beat so often they can never have this kind of crime coverage.

But The Miami Herald is a Knight-Ridder newspaper.

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We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Robert E. Page

Chicago Sun-Times publisher thrives on competition

BY CLARK NEWSOM
presstime staff writer

Robert E. Page has been in highly competitive situations all his working life. He has faced the pressure of working in the wire-service business and has done battle for warring newspapers in San Antonio, Boston and, since 1984, Chicago.

Even when he started out at the old Illinois State Journal in Springfield, a morning paper, he was up against a competing afternoon daily.

Page still does not rest easy. But one thing has been different since last July. Now he can call *all* the shots as president, publisher, chief executive officer and part-owner of the Chicago Sun-Times. Then its president and publisher, Page headed an investor group that bought the paper last year from Rupert Murdoch's News America Publishing Inc.

At 51, Page still relies heavily on the personal touch as he leads his paper against the competition. For example, he narrates the radio and TV commercials for the Sun-Times himself. He also serves on the boards of a number of civic and charitable organizations. "He's very community-minded and very involved in community matters," says longtime friend Victor Strimbu Jr., a media lawyer in Cleveland. "He's an extremely able speaker." The deep-voiced Page has described himself as a person with "a television voice and a radio face."

Others characterize the slender, 6-foot Page as "urbane" and "extremely well-tailored." The image is quite a switch for a man who a former colleague says used to part his hair "right down the middle" and who was called "Fats" while growing up in Springfield. His family moved there from his native Lincoln, Ill., about 30 miles distant, when he was 3 years old. "That's true," Page says of his nickname as a teen-ager. "I was a fat, happy kid covering sports for the local newspaper."

Page started working in the sports department of the Illinois State Journal in 1952 when he was a 16-year-old high school sophomore. He says he got the job, which paid 80 cents an hour, through the paper's telegraph editor, a neighbor. Page continued to work for the paper through high school and college.

Robert E. Page

After graduating from Illinois Wesleyan University in Bloomington, he joined United Press International in 1960 as a reporter in the Des Moines bureau.

Page spent 20 years with UPI, serving as its Midwest business manager in Chicago between 1964 and 1967 before moving on to other executive assignments in New York City, Boston, London and Hong Kong. In 1972, while the Vietnam War was still raging, he was put in charge of the wire service's Asian operations; at 37, he was then UPI's youngest vice president. After returning to the United States in 1974, he became general manager—UPI's second-highest executive.

In 1980, two years before E.W. Scripps Co. sold UPI, Page left the wire service to join The Hearst Corp.'s San Antonio Light as assistant publisher and editor. In a statement at the time, he said he resigned not because of any concern over the future of UPI. Rather, he wanted the challenge of helping to publish a big-city newspaper in a competitive situation.

The following year he accepted an offer to join Murdoch's News America Publishing Inc. as general manager of the Light's rival, the San Antonio Express-News. When Murdoch bought the ailing Boston Herald American from Hearst in 1982, Page was sent there as publisher.

In January 1984, Murdoch acquired the Sun-Times and Page left a recovering (and renamed) Boston Herald to become president and publisher of the Chicago daily.

"Having worked as a reporter," says H.L. Stevenson, former editor-in-chief of UPI, "he's sympathetic to and understands the editorial process. He's not a bookkeeper type, but he has a quick grasp of figures and costs."

Page says he has no regional or national pretensions for the Sun-Times. "We view ourselves as a Chicago newspaper published by Chicagoans," he says. "Our goal is to produce a first-rate, quality newspaper that fulfills both its journalistic and community responsibilities in a high profile and traditional sense."

"He's done a remarkable job with the Sun-Times, particularly since he's taken over ownership," says J.P. (Jack) Clarke, publisher of The State Journal-Register in Springfield. "I think the Sun-Times does a better job of covering the city of Chicago than the (Chicago) Tribune."

Although Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., has no comment on his competitor's operations, he says, "I'm envious of anyone who can own their own newspaper."

Circulation averages for the six months ended Sept. 30, 1986, show decreases at both Chicago dailies. Each attributes the loss to Sunday price hikes and to the end of late-afternoon editions. Daily circulation of the Sun-Times dropped 1.7 percent to 612,686; the Tribune fell 1.2 percent to 744,969.

The investor group headed by Page is exerting efforts elsewhere. Like many other newspaper companies, the Sun-Times Co. is "very acquisition-minded," he explains. "We view ourselves as a growth company and our goal is to be bigger each year." In December the company took over Star Publications, a group of 12 twice-weekly papers in south suburban Chicago.

"Consumed by the newspaper business," Page says he does find time to exercise and enjoys walking—especially on the beach at Cape Cod, Mass., where he owns a home with his wife, Nancy Merrill, who has a weekly television talk show in Boston.

Page has two sons from a previous marriage. One is an executive with UPI in Philadelphia. ☐

WHERE ARE YOU?

These revolutionary newspapers, representing 35% of total daily and 47% of total Sunday U.S. circulation, have joined the AD/SAT Network.

ARIZONA
- Arizona Republic
- Phoenix Gazette

CALIFORNIA
- Los Angeles Daily News
- Los Angeles Herald Examiner
- Los Angeles Times
- Orange County Register
- Press Enterprise (Riverside)
- San Diego Tribune
- San Diego Union
- San Francisco Chronicle
- San Francisco Examiner
- San Jose Mercury News

COLORADO
- Denver Post
- Rocky Mountain News (Denver)

CONNECTICUT
- Hartford Courant

DISTRICT OF COLUMBIA
- Washington Post

FLORIDA
- Ft. Lauderdale Sun Sentinel
- Ft. Lauderdale News
- Miami Herald
- Miami News
- Sarasota Herald Tribune
- St. Petersburg Times
- Tampa Tribune
- West Palm Beach Post
- West Palm Beach Times

GEORGIA
- Atlanta Constitution
- Atlanta Journal

ILLINOIS
- Chicago Sun Times
- Chicago Tribune

LOUISIANA
- New Orleans Times-Picayune/States-Item

MARYLAND
- Baltimore Sun

MASSACHUSETTS
- Boston Globe
- Boston Herald
- Worcester Gazette
- Worcester Telegram

MINNESOTA
- Minneapolis Star Tribune
- St. Paul Pioneer Press & Dispatch

MICHIGAN
- Detroit Free Press
- Detroit News
- Grand Rapids Press
- Flint Journal

MISSOURI
- Kansas City Star
- Kansas City Times

NEBRASKA
- Omaha World Herald

NEW JERSEY
- The Record (Hackensack)
- Newark Star Ledger
- Asbury Park Press (Neptune)

NEW YORK
- Albany Times Union
- Knickerbocker News (Albany)
- Buffalo News
- Newsday (NY)
- New York Daily News
- New York Times
- Westchester-Rockland Newspapers

NORTH CAROLINA
- Raleigh News & Observer
- Raleigh Times
- Winston-Salem Journal

OHIO
- Cincinnati Enquirer
- Cincinnati Post
- Cleveland Plain Dealer

OREGON
- Portland Oregonian

PENNSYLVANIA
- Philadelphia Daily News
- Philadelphia Inquirer
- Pittsburgh Press
- Pittsburgh Post-Gazette

TENNESSEE
- Memphis Commercial Appeal

TEXAS
- Dallas Times Herald
- Dallas Morning News
- Houston Chronicle
- Houston Post

VIRGINIA
- Richmond Times Dispatch
- Richmond News Leader
- Virginian Pilot
- Norfolk Ledger Star

WASHINGTON
- Seattle Post Intelligencer
- Seattle Times

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LEGISLATION

A different look on Capitol Hill

ANPA's *legislative agenda is headed by tobacco advertising,* FOIA *and telecommunications.*

When the 100th Congress convenes Jan. 6, the newspaper business' efforts to deal with a variety of press-related issues on Capitol Hill will be complicated by numerous leadership changes.

In response to the changes, ANPA's government and legal experts plan to launch a systematic program of contacting the chairmen of key congressional committees and their top staffers, according to W. Terry Maguire, ANPA vice president/general counsel.

At the top of ANPA's legislative agenda will be countering attempts to restrict tobacco advertising, overseeing implementation of recently enacted amendments to the Freedom of Information Act and monitoring telecommunications legislation.

"The most effective way to prepare ourselves for the next two years of the Congress is to make sure we have talked to the people in leadership positions at the earliest possible time," said Maguire.

The object of the contacts, he added, is to ensure a mutual understanding of views and to "avoid situations in which we may be raising concerns with people with whom we have not had the opportunity to lay the appropriate groundwork."

There are several new, key chairmanships in the Senate, where Democrats wrested control from the Republicans in the November election and now hold a 55-45 majority.

The Senate Commerce Committee, which has jurisdiction over telecommunications legislation, will get a new chairman in Ernest F. Hollings (D-S.C.).

In the last Congress, Hollings took no position on one telecommunications bill of keen interest to newspapers; it would have transferred jurisdiction over the AT&T consent decree from U.S. District Judge Harold H. Greene to the Federal Communications Commission. "He didn't feel he needed [a position] yet," explained Thomas W. Cohen, staff counsel for the communications subcommittee.

Former Chairman John C. Danforth (R-Mo.) introduced amendments to the bill that would have preserved what newspaper interests label the "diversity principle"—the concept that a monopoly telephone company should not control the information transmitted over its lines.

Maguire said the Association will be watching to see if telecommunications legislation materializes and in what form. Congressional action will be influenced by what takes place in other governmental arenas, particularly in Judge Greene's court, he said. (See story, p. 44.)

Hollings is also viewed as a supporter of the "fairness doctrine," which imposes content requirements on broadcasters.

For the newspaper business, another key Senate panel is the Labor and Human Resources Committee, which will be headed by Edward M. Kennedy (D-Mass.). The committee shares jurisdiction with the Commerce Committee over legislation to restrict tobacco advertising. In the last Congress, Kennedy was a chief cosponsor of the bill enacted by Congress to require health warning labels on smokeless tobacco products, and he cosponsored a bill introduced by Sen. Bill Bradley (D-N.J.) to deny tax deductability for tobacco advertising expenses.

ANPA will continue to press its position that anything legal to sell should be legal to advertise, according to Maguire.

On the House side, Rep. Mike Synar (D-Okla.) is expected to reintroduce his bill to ban all tobacco advertising, according to ANPA Counsel René P. Milam. "We wouldn't be surprised if it's HR 1," she said, the number given to the very first bill introduced in the House at the beginning of each Congress.

Ernest F. Hollings

Edward M. Kennedy

Momentum appears to be growing to do something to restrict tobacco advertising. The New York State Bar Association has adopted a resolution calling for a ban on all forms of media advertising of tobacco products. It has submitted the resolution to the American Bar Association House of Delegates for consideration at its mid-winter meeting in February.

Because amendments to the Freedom of Information Act were passed and enacted late in the last Congress, attention is expected to turn to how the new law is implemented. On the House side, the Government Information, Justice and Agriculture Subcommittee is likely to conduct FOIA oversight hearings and to look at electronic information issues, privacy and, possibly, the government's information classification system.

Although Congress is not expected to consider additional major tax revision legislation, it will probably pass a bill making "technical" corrections to the tax bill enacted last year, said Martin Casey, ANPA manager/government and international affairs. "That creates a vehicle for substantive tax measures," such as legislation to deny deductability for tobacco ad expenses, he warned.

Casey also noted that in the last session, Congress called for a Treasury Department study of the effects of all existing exemptions to excise taxes, including the newsgathering exemption for long-distance telephone calls. The study must be completed by June 30. "We will certainly have to advise Treasury at some point of the wisdom of keeping that exemption," Casey said.

In the labor area, bills are expected to be introduced to raise the minimum wage, to provide a system of government notification to employees of hazardous working conditions, and to require employers to give workers unpaid child care leave.

Other initiatives ANPA will be watching for include efforts to repeal laws restricting lottery advertising, trade issues and tort reform.

According to Congressional Quarterly, 28 of the 535 members of the 100th Congress claim journalism backgrounds—20 members of the House, eight Senators.

—Margaret Genovese

COURTS

Antitrust suits heat up

A lawsuit described by defense counsel as a "classic shopper vs. newspaper" antitrust case apparently will go to trial in February in U.S. District Court in St. Paul.

In another antitrust action, two Pennsylvania newspaper companies have charged Ingersoll Publications Co. with attempting to monopolize local display, insert and classified advertising in the western suburbs of Philadelphia through its newspaper acquisitions.

In the Minnesota case, Applied Graphic Arts of Wadena Inc., publisher of the Circle Shopper in Wadena, has charged a number of parties with conspiracy to restrain trade and attempting to monopolize advertising in violation of sections 1 and 2 of the Sherman Antitrust Act.

Defendants include Wadena Newspapers Inc., publisher of the Wadena Pioneer Journal, a paid-circulation weekly, and a free-circulation shopper; Parta Printers Inc., publisher of weekly newspapers in nearby New York Mills and Perham; and the printing plant where the Pioneer Journal is published.

Mark R. Anfinson, lawyer for the defendants, said the trial probably will begin in February.

In the Pennsylvania case, Ad Pro Inc. and LiebComm Inc., which own and operate newspapers in the western suburbs of Philadelphia, Nov. 4 filed suit in U.S. District Court in Philadelphia against the Ingersoll group, which owns and/or operates more than a dozen newspapers in Pennsylvania.

The two companies are seeking damages and divestiture of one or more of the newspapers.

Ingersoll Publications has not formally replied to the complaint. ☐

Morison appeal will get support from press

ANPA will join other press organizations in filing a friend-of-the-court brief in the appeal of the espionage conviction of former naval analyst Samuel L. Morison.

Morison was found guilty of espionage and theft of government property for providing classified photographs to a British defense publication.

The press organizations will argue in their brief to the 4th U.S. Circuit Court of Appeals that the statutes under which Morison was convicted were not intended to be applied to the dissemination of information to or by the press [**presstime**, Dec. 1986, p. 52].

Other parties to the brief include the American Society of Newspaper Editors, the Reporters Committee for Freedom of the Press and The Washington Post. ☐

COURT BRIEFS

- Responding to a request from the ANPA-American Bar Association Task Force, two ABA divisions have agreed to delete references to **impersonation of the news media** from a report containing recommendations for laws governing undercover law enforcement operations.

The report will be presented to the ABA House of Delegates in February [**presstime**, Nov. 1986, p. 54].

- The California Supreme Court has **overturned a $4.56-million libel judgment** against The Hearst Corp. and two reporters over a 1976 series of articles in the San Francisco Examiner. It had been the largest libel damage award ever upheld by an appellate court [**presstime**, March 1986, p. 43].

The California high court ruled that the defendants "did not harbor actual malice when they published the articles containing false allegations of official misconduct" involving the plaintiffs, San Francisco law enforcement officials.

- The Massachusetts Supreme Judicial Court has **dismissed a libel suit** against The Boston Globe and syndicated columnist Ellen Goodman over a 1983 column in which she commented on the outcome of a rape trial. The suit was brought by a defendant in the case, who was acquitted of rape charges but found guilty of malicious destruction of property for damaging the victim's car.

In granting summary judgment, the court ruled that the statements in question "are constitutionally protected statements of opinion."

- The U.S. Supreme Court has agreed to hear the appeal of the **securities fraud conviction** of former Wall Street Journal reporter R. Foster Winans [**presstime**, Aug. 1986, p. 37].

REGULATIONS

Justice Department won't expedite bid for Detroit JOA

Saying that the application by Detroit's two daily newspapers for approval of a joint operating arrangement poses a difficult question and presents "troubling legal issues," the Justice Department has indicated it will not be rushed into a decision on the matter.

Meanwhile, Nashville's two daily newspapers have notified the Justice Department of an alteration to their JOA.

The Justice Department's comments on the Detroit case came in Dec. 8 letters to two Michigan congressmen who had asked Attorney General Edwin Meese III to rule by that date on the application of the Detroit Free Press and The Detroit News.

"The Department is very much aware of the uncertainty created by delay and of the need for a resolution of this issue on the part of the applicants as well as their employees, advertisers and subscribers," said Assistant Attorney General John R. Bolton. "The difficulty of the question, however, and the unique issues presented by this application, require that substantial attention be given to the matter by senior Department officials. . . .

"Similarly, even the decision whether to hold a hearing is difficult, because it requires considerable analysis of the merits, which are factually complex and present certain troubling legal issues," he said.

"I read that letter basically to say, 'Be patient,'" said Lawrence J. Aldrich, senior legal counsel for Gannett Co., owner of The Detroit News.

Under the new JOA agreement in Nashville, the Newspaper Printing Corp., which had served as the business agent for both the Nashville Banner (evening, circulation 68,863) and The Tennessean (morning, 119,120), will be dissolved. The Tennessean, a Gannett paper, will assume the business functions for both papers. The Banner is owned by Brownlee O. Currey Jr. and Irby C. Simpkins Jr.

The new contract extends through 2022; the old one was to have expired in 1997 [**presstime**, Aug. 1985, p. 16].

Under the revised contract, the profit is split increasingly in favor of The Tennessean. The ratio goes from 70:30 under the previous agreement to 74.5 and 25.5. Then in 1989, the ratio is placed on a sliding scale until it reaches 83.5 and 16.5 in 2005. ☐

Videotex exodus continues

Shortly after Time Inc. pulled out as a partner in the Covidea videotex enterprise, The New York Times Co. withdrew as an information provider.

The Times supplied news, sports and other information to Covidea in a service called New York Pulse. A Times spokesman said the decision to cancel the service had been under discussion for months and had nothing to do with Time magazine's withdrawal. The Times' cancellation is effective Jan. 4.

Time Inc. was a minority partner in Covidea, with an estimated $10 million to $15 million investment, according to Advertising Age.

Covidea, started in the summer of 1985, is a telephone-based videotex system to businesses and homes in the New York area [presstime, Dec. 1985, p. 42]. Other partners in the venture are AT&T and Chemical Bank, each of which put up about 45 percent of the estimated $150-million Covidea investment.

Time spokesman Michael Luftman said his company decided the videotex enterprise was not the direction it wanted to go, although Time said it will continue to provide editorial matter to Covidea.

The New York Times' withdrawal from the project was the latest in a succession of electronic-publishing abandonments by newspaper companies that once viewed the new services as potential competitors for news and advertising.

A recent study by International Resource Development found that electronic publishing has proven to have little impact on newspapers and other print publishing—in spite of the fact that the database-services market was expected to have revenues of $1.9 billion in 1986.

"A few specialized [print] directories will fall by the wayside, to be replaced by electronic equivalents, but we really don't see a devastation of the traditional newspaper or yellow pages industries," said Jean Buffham, IRD research analyst.

The IRD report also said the price of services must come down before videotex will be viable in the home. Meanwhile, it remains a tool for businesses that need quick, specialized financial information.

Among electronic-publishing ventures folded in recent years were:

- An experiment in teletext—a technology in which information is scrolled on a screen with little or no user control—that Time dropped in 1983 after investing $30 million. The service appeared on cable-TV systems in San Diego and Orlando.
- Keycom, a videotex venture of Field Enterprises Inc., Centel Communications Co. and Honeywell Inc., that last year folded its consumer operation while continuing service to some businesses in the Chicago area.
- Knight-Ridder Inc.'s Viewtron videotex service that shut down in 1986 after the company invested $50 million.
- The Times Mirror Co.'s Gateway videotex project in southern California that was terminated last year. The company will not disclose how much it spent on the project.

One of the few remaining consumer videotex projects is Trintex, founded in February 1984 and scheduled to start operations in two years. It, too, faces an uphill climb. One of its three partners, CBS Inc., decided Nov. 14 to relinquish its interest. Sears, Roebuck and Co. and IBM are the remaining equal partners in Trintex, which is supposed to feature electronic shopping and banking. ☐

TELECOMMUNICATIONS NOTES

- The Atlanta Journal and Constitution **discontinued a local video production operation** that had furnished programs to two cable TV systems since November 1984.

The company, Video Edition, produced programs on local sports, news and community affairs.

Minor J. (Buddy) Ward, president of Atlanta Newspapers, said because the company could not get more cable systems to carry the programs, the Video Edition project was unsuccessful, but it was "a valuable experiment."

- An electronic **voice-information service** capable of replacing 200 telephone operators handling 3,000 calls was successfully tested by NBC News in the general election last November.

Call-It Co., a unit of Lee Enterprises Inc., furnished the system that enabled reporters conducting exit polls to phone in results. The calls were processed by a computerized "audio prompt/response system" in the NBC News computer room.

A full-scale system could handle up to 250 telephone calls simultaneously, said Andrew Monteverde, NBC telecommunications manager for contracts.

AT&T wants review shifted from Greene to FCC

AT&T has asked a federal court to order the Federal Communications Commission to take over the job of determining what businesses the regional Bell operating companies may enter.

Five of the seven BOCs have opposed the request.

If granted, the motion, filed with U.S. District Judge Harold H. Greene, would remove the Justice Department from the task of reviewing new-business waiver requests. Currently, the Justice Department studies each new-business proposal from the BOCs and makes a recommendation to Greene for his approval or rejection.

AT&T Senior Vice President Alfred C. Partoll said the FCC is better qualified to review the requests. Under the AT&T proposal, Greene would retain the right of approval.

Spokesmen for the opposing regional firms said FCC review would be cumbersome and would cause substantial delay in efforts to expand their business activities. Spun off from AT&T in the divestiture that took effect Jan. 1, 1984, the regionals said AT&T's motion is an attempt to throw roadblocks in front of their attempts to enter new businesses in which AT&T itself is interested.

In a related development, ANPA has asked the Justice Department to make public the "Huber Report," written for the department by Washington consultant and lawyer Peter Huber following a year of study on the ramifications of the divestiture.

The Justice Department is expected to utilize the Huber document this month when it reports to Greene on the current status and problems of the telephone companies.

ANPA said the report should be available for public review and that "equity calls for its release" because some in the news media already have seen it.

Communications Daily, Telecommunications Reports, The Wall Street Journal and The New York Times are among publications that already have reported on contents of the report.

Communications Daily reported that the 1,000-page document calls the former BOCs financially healthy. Huber also concluded that there was no need for immediate action to loosen modified final judgment restrictions unilaterally, the publication said. ☐

5th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.
The Pulitzer Prize-winning story no one wanted to read.

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Breakfasts all over Kentucky were ruined that Sunday.

Right there, on the front page of Knight-Ridder's Lexington Herald-Leader, was a devastating article about a revered Kentucky institution. University of Kentucky basketball.

In stories as painful to report as to read, correspondents Jeffrey Marx and Michael York told in great detail how some Kentucky Wildcat basketball players had been paid to play.

After games, wealthy Wildcat boosters gave star players "hundred dollar handshakes." There were free meals and free clothes.

These are all serious violations of NCAA rules.

Many fans thought the payoffs were wrong, but the reaction of some was to blame the messenger – the Herald-Leader. Angry fans led a "Trash the Herald-Leader" rally. Several hundred canceled subscriptions.

Marx and York also reported on athletes at other colleges.

A Chicago high school all-American was promised $100,000 if he'd go to one of the Big Ten universities.

A Texas junior college player was offered $50,000 to transfer to a four-year school.

Others said that offers of $10,000 were common.

The series prompted an impassioned debate about under-the-table payments to players. The controversy led to reform. Paying cash to college players, once considered commonplace, even prestigious to some, had lost its respectability.

In Kentucky, booster groups were banned from locker rooms. Cars and speaking engagements had to be registered with the University.

Nationally, similar soul-searching and changes took place on many campuses.

Reporters Jeffrey Marx and Michael York worked for seven months and conducted more than 200 interviews to get this story. Their effort won the 1986 Pulitzer Prize for Investigative Reporting.

The editors of the Lexington Herald-Leader knew this would be both an important and a very unpopular series. Some news organizations wouldn't have risked reporting the story.

But the Lexington Herald-Leader is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Educators scorn intern drug testing

Two organizations representing journalism educators are urging newspapers and other media not to require students to pass drug tests before they can become interns.

A resolution requesting cessation of drug tests for interns was adopted by the executive committees of the Association of Schools of Journalism and Mass Communication and the Association for Education in Journalism and Mass Communication at meetings Dec. 5-7 in San Antonio.

The educators cited four reasons why they believe the tests should be stopped:

- The mass media should champion the rights of personal privacy.
- Routine drug tests without reasonable suspicion that a person has taken drugs constitute "unreasonable search and seizure."
- Drug tests are inaccurate far too often.
- Interns are students, not permanent employees.

The resolution originated with ASJMC, which received a complaint from the School of Journalism at the University of Southern California. According to the school's director, Bryce Nelson, several of its students have been required to undergo drug tests. "We do not approach it from wanting to protect the students," said Nelson. "We think it really does raise real questions of personal privacy, dignity and personal liberties."

In addition to bringing the matter to the attention of ASJMC, the school also wrote a letter of protest to The Times Mirror Co., whose Los Angeles Times was one of the newspapers requiring the tests.

Tom Johnson, publisher and chief executive officer of the Times, responded that the newspaper is committed to providing a "safe and productive work environment" and that it expects employees to arrive at work, and remain during work hours, "free of the influence of alcohol or drugs.

"Pre-employment drug testing, as distasteful as the subject may be, does provide an indication of a potential employee's ability to do this."

He said pre-employment physicals are required of full-time, temporary and part-time employees, including paid interns. Drug testing of interns is "far from a means of singling them out," he said. "It is rather, meant to give our employment practices the consistency—and impartiality—that other Times employees expect and deserve."

He also said he did not consider drug testing to be a violation of privacy rights.

The AEJMC executive committee also adopted resolutions opposing a current proposal to restructure the journalism school accrediting body [presstime, Nov. 1986, p. 51] and expressing "grave concern" over the status of scholastic journalism. (See story at right.)

The resolution relating to the Accrediting Council on Education in Journalism and Mass Communications called for "a speedy resolution" of the issue of the council's composition. The "protracted arguments" and "apparent indecision" in the matter are detracting from the council's credibility and its energy for its major concerns, the resolution states. ☐

Pacemaker Award winners named

Winners of the 1985-86 Pacemaker Award have been announced by ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press.

The award honors excellence in high school and college newspapers.

Winners of the high school competition are: Union Street Journal, Cherry Creek High School, Englewood, Colo.; Clearlight, Clearwater (Fla.) High School; The Buzz, Bonneville High School, Idaho Falls, Idaho; Lance, Westside High School, Omaha; and Statesman, Woodrow Wilson High School, Portland, Ore.

Winners of the collegiate competition are: Metropolis, Miami-Dade (Fla.) Community College-New World Center; MATC Times, Milwaukee Area Technical College; The Crimson White, University of Alabama, Tuscaloosa; The Maroon, Loyola University, New Orleans; Kentucky Kernel, University of Kentucky, Lexington; and The State News, Michigan State University, East Lansing.

Panel issues secondary-school suggestions

After two years of study, a national commission has made five recommendations aimed at improving the status of secondary school journalism programs, including a call for so-called "academic-based" journalism courses to be supported as an essential component of the high school curriculum.

The recommendations were announced in Chicago Nov. 23 during the annual convention of the Journalism Education Association, a national organization of high school journalism teachers and publications advisers. JEA formed the commission to investigate the condition of journalism education in the nation's secondary schools [presstime, April 1985, p. 45].

According to John Wheeler, chairman of the Commission on the Role of Journalism in Secondary Education, "academic-based" journalism courses are those that "emphasize language arts communications skills," such as writing, interviewing, critical thinking and critical reading. Wheeler, a journalism teacher at Lyons Township High School in LaGrange, Ill., said the term was used in response to the erroneous notion that high school journalism courses are "cut and paste" exercises, interested primarily in the production aspects of school publications.

Other recommendations of the commission are that:

- Academic-based journalism courses carry credit toward graduation equivalent to that given any other language arts writing course
- Colleges accept credit granted in academic-based high school journalism courses at the level that would apply to comparable advanced writing courses
- Minimum standards be established for academically qualified journalism teachers
- Minimum standards be established for curricula of academic-based journalism courses.

The commission also made several "procedural recommendations," including an appeal to local media to assume a more active role in supporting high school journalism by providing scholarships, internships, awards and equipment.

A full report of the commission's findings is scheduled to be available by February. ☐

NIE Week, '87 Conference scheduled for March

Two important Newspaper in Education events are scheduled for March.

The fifth annual Newspaper in Education Week will be observed March 2-6.

Then from the 18th through the 20th, the 1987 Newspaper in Education Conference will take place at Chicago's Westin Hotel.

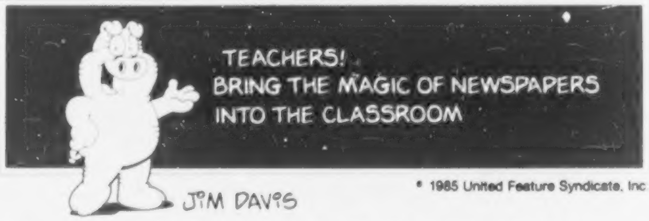
NIE Week, which promotes use of the newspaper as a classroom teaching tool, is cosponsored by ANPA Foundation and the International Reading Association.

Linda B. Skover, the Foundation's assistant director, said she expects participation to equal or exceed that of last year, when more than 500 U.S. daily newspapers provided about 3 million copies of newspapers to 30,000 schools. In addition, she said, an unknown number of U.S. weeklies participated, as well as newspapers in at least eight foreign countries [presstime, March 1986, p. 49].

An NIE Week booklet and camera-ready ads have been mailed to all ANPA-member newspapers.

The NIE conference, which is sponsored by ANPA Foundation, will include sessions on using newspapers to teach reading, writing, language arts, critical thinking, current events, earth science, economics and constitutional principles.

Registration costs $400 for employees of newspapers and educational organizations, and $525 for representatives of firms selling NIE materials and/or services. For more information, contact the Foundation at The Newspaper Center, Reston, Va. ☐



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Camera-ready NIE Week ads feature Orson the Pig of comic-strip lore.

Audio-visual show available on literacy

An audio-visual program on literacy is available from ANPA Foundation.

The 20-minute program is available in two formats—slide tray for $50 and VHS-format videocassette for $40. It provides an overview of the illiteracy problem and describes specific newspaper literacy initiatives.

To order or to obtain more information, contact Ardis Pruess of ANPA Foundation at The Newspaper Center, Reston, Va.; (703) 648-1252. ☐

Newspaper Fund to stop J-school grad survey

The Dow Jones Newspaper Fund has decided to discontinue its annual survey of recent journalism school graduates, but an official of the organization expressed hope that someone else will take on the project.

The survey tracks such things as where graduates found work and at what salaries [presstime, March 1986, p. 48]. The Dow Jones & Co.-sponsored fund has conducted the survey each year since 1964, and Executive Director Thomas E. Engleman said, "Maybe it's time to turn it over to somebody else."

Engleman said the survey consumes a great deal of staff time and, for lack of computer facilities and statistical expertise, his organization has been forced to retain survey professionals for assistance.

He also noted that although the fund is interested solely in encouraging young people to consider newspaper careers, the survey covers all J-school graduates, including those preferring public relations, advertising and broadcasting.

The fund now intends to concentrate more attention on its minority programs, Engleman said. ☐

Year-long observance planned for bicentennial of U.S. Constitution

The newspaper industry is gearing up to help in this year's bicentennial observance of the U.S. Constitution.

"Working with former Chief Justice [Warren E.] Burger and the bicentennial commission, newspaper executives and companies already have initiated several nationwide projects which lend themselves well to local adaptation," said ANPA Executive Vice President Jerry W. Friedheim, vice chairman of the Communications Advisory Committee of the Commission on the Bicentennial of the U.S. Constitution [presstime, Nov. 1986, p. 75].

"ANPA Foundation will coordinate, with the nation's educators, 'A Celebration of Citizenship' in the schools in September. This fits in quite well with our industry's ongoing Newspaper in Education and literacy work," Friedheim said. "Newspaper companies also will join in national and local essay contests and provide advertising, billboard and other promotion space to the bicentennial."

According to Friedheim, the Advertising Council will produce two public service ad campaigns for the observance. One will have the theme: "The Constitution: The Words We Live By." The other, in conjunction with the Society of Professional Journalists, Sigma Delta Chi, will present this message: "If the Free Press Didn't Tell You, Who Would?"

The commission has agreed to cosponsor ANPA Foundation's Celebration of Citizenship, and to underwrite up to $202,443 in printing and postage costs.

The highlight of the Sept. 16 celebration will be a broadcast to school children in which Burger has been invited to read and explain the meaning of the preamble to the Constitution, and President Reagan has been invited to lead a recitation of the Pledge of Allegiance.

The commission has established a Communications Division to assist journalists in covering bicentennial events. The telephone number in Washington, D.C., is: (202) 653-2432.

In a related development, a new Newspaper in Education curriculum entitled "Using the Newspaper to Teach About the Constitution" is scheduled to be available this month. Designed for use in elementary, middle and secondary schools, the camera-ready publication may be obtained for $15 from ANPA Foundation at The Newspaper Center, Reston, Va. ☐

Blind can 'read' the newspaper through special audio service

The definition of "blindness" used by the National Center for Health Statistics is the inability to read a newspaper. Aiming at the substance if not the letter of the definition, a Michigan group hopes to change it, by enabling the blind to *hear* their daily paper.

Starting this month, a pilot program funded by the Knight Foundation will start with The Flint (Mich.) Journal.

Each day, blind subscribers will be able to read the latest paper by tapping into a computer through a regular touch-tone telephone. A two-digit code brings out the proper section, then previously taped articles are heard in sequence. If people are not interested in a particular story, they simply push one of the phone keys to pass on to the next one.

"It is the first time the blind will be able to read what they want when they want, and not be dependent on other people to read the paper to them," said James E. Doherty, executive director of Newspapers for the Blind.

Doherty rejects the idea that television or radio is enough of an information source, saying, "a newspaper is so much more than news." Blind people want the "depth" possible in newspapers, he said, and also items that are not generally on television or radio, like classified ads.

In addition to the initial $80,000 Knight grant for the Flint pilot program, Newspapers for the Blind was awarded $8,500 from the Gannett Foundation.

After start-up costs, the service will be self-supporting, said Doherty, with the blind paying the same for their verbal subscription as most people pay for their printed ones.

He added, "We're hoping dailies in other states will help get us started."

Job hotline opens for minorities

The Asian American Journalists Association has opened a 24-hour hotline in California for Asian Americans and other minority journalists seeking newsroom jobs. The number is (818) 961-2263.

Employers who want to post job and internship information should call AAJA headquarters in Los Angeles at (213) 389-8383, between 10 a.m. and 4 p.m. Pacific Time.

Information will be updated every two weeks.

SIPI says science coverage expands dramatically

In the past two years, the number of U.S. daily newspapers with science weekly sections has more than doubled, according to the Scientists' Institute for Public Information.

SIPI, a non-profit group dedicated to upgrading science coverage in the media, found science sections in 66 dailies in 1986—an increase of 38 since 1984.

For the purpose of the survey, a "section" was defined as "not less than a page-and-a-half of articles on science and technology that appear on the same day every week, in a clearly marked, regular space."

The Survey also revealed that an additional 81 dailies have science pages. A growing number of the sections are focusing on health rather than science and technology—35 percent in 1986, up from 18 percent two years earlier.

The first U.S. newspaper to launch a science section was The New York Times in 1978. But lately, smaller papers have joined the trend.

Guild members to vote on AP contract

Members of the Wire Service Guild will vote this month on a new two-year labor agreement with the Associated Press.

The tentative agreement was reached in December, when the current one-year contract expired. Kevin T. Keane, president and administrative officer of the Wire Service Guild, said the union's negotiating committee will recommend that the members ratify the new contract.

AP said the total wage package would add 2.5 percent to labor costs in the first year and 3.5 percent in the second. Wage hikes over the period would be $28 or $58 weekly, depending on the city.

ANPA wants mail 'piece' defined

What, exactly, is a "piece" of mail?

There are no U.S. Postal Service regulations that answer the question, and ANPA has asked for a ruling.

The Association's request came in the form of an amended complaint to the Postal Rate Commission about third-class detached labels. These address labels are separate from the materials they accompany but do not pay separate postage.

ANPA argued in its original complaint that detached labels constitute an unclassified type of mail service that does not bear a "fair and equitable" portion of mailing costs [presstime, Dec. 1986, p. 56].

But even more fundamental than that, the Association said in its amended filing Dec. 12, is the need to establish what the fuss is about. "ANPA has come to believe that resolution of this matter . . . inexorably rests upon the need for definition" of a mail piece. It added, "Common sense having been flouted by the current treatment of detached cards and consensus now absent, a classifying definition must fill the void."

ANPA said that once properly defined, the mail piece can be assigned "costs and rates within its class as deemed appropriate" in a separate rate case.

Renewal notices can travel via third-class mail

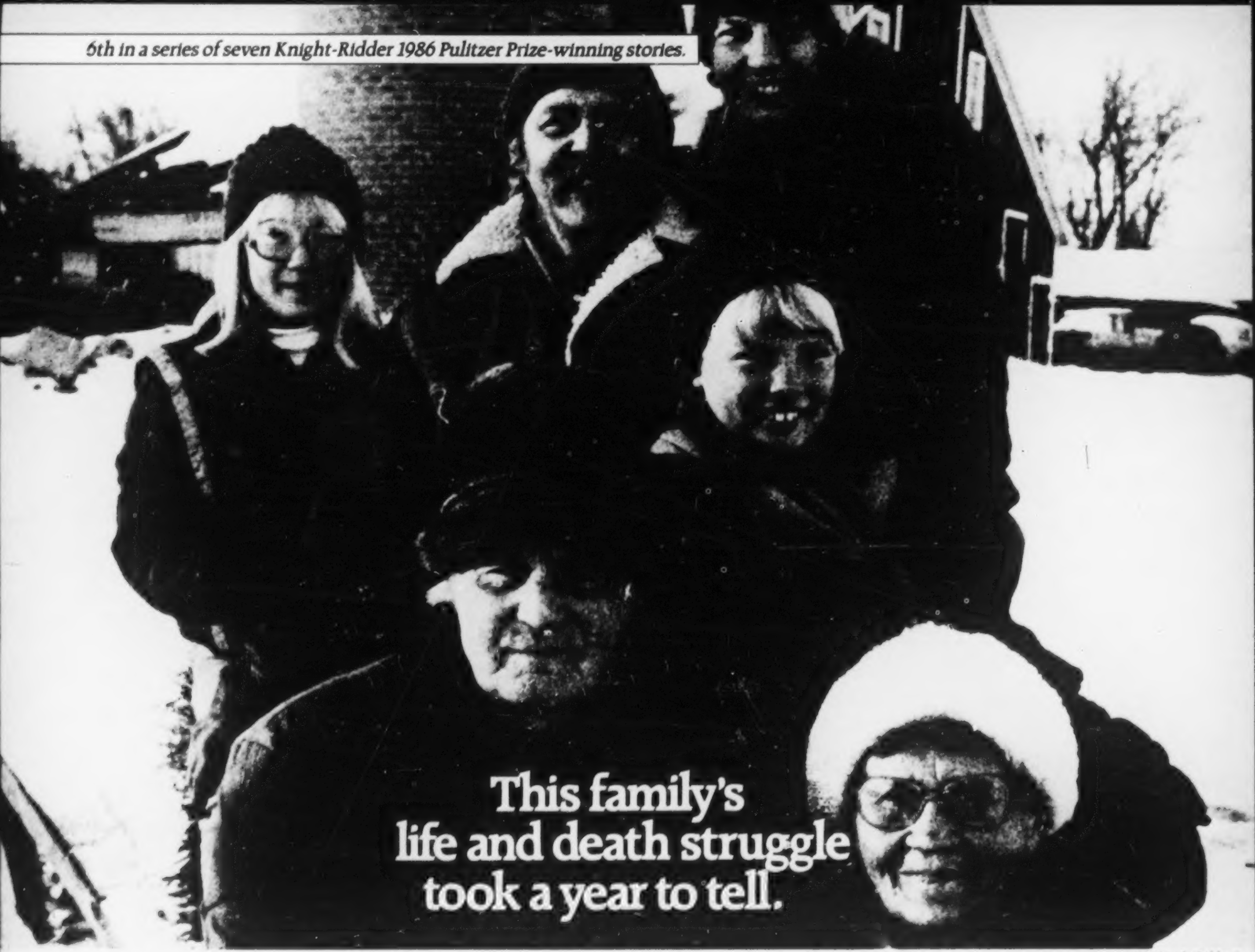
Postal authorities have clarified that newspapers may send subscription-renewal notices by third-class mail.

There had been confusion over use of third-class—as opposed to much more expensive first-class—for such purposes.

Responding to an ANPA inquiry, the U.S. Postal Service said printed subscription renewal notices that do not contain personal correspondence—and do not constitute statements of account—may be mailed at bulk third-class rates when sent in "identical terms to more than one person."

ANPA Assistant General Counsel Tonda F. Rush said not acceptable is a notice that says, "You have received the newspaper for six weeks and you now owe us" a specific amount of money. Account numbers may differ with each renewal notice.

6th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.



This family's life and death struggle took a year to tell.

© 1986 Knight-Ridder, Inc.

Life on the land has never been easy.

Now for thousands it has become impossible. So many farmers are losing their farms that the very fabric of rural society is being shredded.

The editors of Knight-Ridder's St. Paul Pioneer Press and Dispatch wanted their readers to become intimately involved with the plight of the Midwestern farmer.

Veteran columnist and reporter John Camp was put on the story for an entire year. He soon realized he was covering the crumbling of a culture which was tenaciously trying to preserve its basic values. But every time a farm failed, the rural ethos equating self-respect with self-reliance was further shattered.

Camp and his editors decided they would view the farmers' problems through the eyes and the toil of one Minnesota farm family. They chose the Bensons. Gus and Bertha, son David and his wife Sally-Anne, along with their two children. They all live and work on their 160-acre farm near Worthington, Minnesota.

In early 1985, small farmers, like the Bensons, were being driven off their farms in record numbers by an unrelenting combination of falling prices and rising debt.

Camp was with the Bensons from the first plowing of spring to a hurried harvest in a late fall blizzard.

"A farm year," Camp wrote, is "an accumulation of quick conversations behind hot waiting tractors, of grunts and warm drinking water exchanged on 100-degree days... of nights so dark and so far from the city that the Milky Way looks like Manhattan."

David Benson harvested the last of their crops in the snow of early November.

They'd made it through another year. Thousands of others didn't. So many farmers are leaving the land and the life, that "the infrastructure of rural society threatens to collapse," wrote Camp.

John Camp's sensitive reporting and eloquent prose won the 1986 Pulitzer Prize for Feature Writing.

Camp had made 23 trips to the Benson's farm, covering 8,500 miles to report the story. He wrote 20,000 words for the five-part series, "Life on the Land."

No matter how vital, few news organizations would have kept one of their best reporters on a single story for a year.

But the St. Paul Pioneer Press and Dispatch is a Knight-Ridder newspaper.

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

USPS proposes tighter rules on supplements

The U.S. Postal Service has proposed new rules that could hamper some newspapers when they include advertising supplements in copies delivered by mail.

"The intent is to rein in publications in which the supplements appear to have overwhelmed the publication itself," said Tonda F. Rush, ANPA assistant general counsel.

Among other things, USPS proposed to limit the number of supplement pages to the number of pages in the regular newspaper. It also wants to prohibit such things as product samples from eligibility as a newspaper supplement.

USPS also said it wants to tighten rules because in some "disturbing cases, 'supplements' have the appearance of being wholly independent publications. In other cases, the 'supplement' consists of more pages than the copies of the issue which are being supplemented. And in some instances, 'supplements' bear third-class permit imprints" even though publishers are delivering them via second-class publications.

"The intent of these changes is to clarify the existing regulations and to preserve the integrity of second-class mail," the Postal Service said.

Comments on the proposed rules are due Jan. 11. ☐

Commission accepts TMC complaint

The Postal Rate Commission said it will hear a complaint filed by four newspapers over second-class, total-market-coverage publications.

The commission rejected a request of the U.S. Postal Service that it dismiss the case filed by The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner. They said USPS improperly disallowed certain forms of second-class TMC [presstime, Nov. 1986, p. 55].

The commission said it will not decide the "legality" of postal rules in question but will conduct a mail classification proceeding to examine this "live controversy."

It added that the "right forum" for determining the validity of postal rules in question would be the U.S. District Court. ☐

Ad taxes, various legal issues highlight NAM conference

Prospects for restoring an exemption for advertising from Florida's sales tax improved as a result of the November elections.

But the deepening state budget deficit in Texas has made it likely that a tax on advertising will be adopted there.

Those were among the reports provided by state press association managers at the annual legislative conference of the Newspaper Association Managers Dec. 11-12 at The Newspaper Center in Reston, Va.

In addition to advertising tax matters, the managers were briefed on developments in areas including tort reform, open-records and open-meetings laws, and workplace issues.

Richard D. Shelton, executive director of the Florida Press Association, called the election last Nov. 4 a "breath of fresh air" for forces battling to reinstate the advertising exemption. Last year, the Legislature voted to eliminate a number of sales tax exemptions as of July 1 and established a commission to review the exemptions to determine whether any should be retained [presstime, Aug. 1986, p. 40].

According to Shelton, Gov.-elect Bob Martinez has said he would oppose elimination of exemptions that would affect the press.

On the other hand, Philip A. Berkebile, executive vice president of the Texas Daily Newspaper Association, reported that the chance of avoiding the imposition of a tax on advertising in his state's next legislative session looks "very bleak."

He described some legislators' attitude as "overtly hostile" toward the press, which has criticized the Legislature for not dealing effectively with the budget shortfall, now estimated in the range of $4.5 billion to $5 billion for 1987.

Berkebile also said it probably will not be possible to repeal the tax on circulation sales. The circulation exemption was removed in 1984 [presstime, April 1986, p. 60].

State Comptroller Bob Bullock, who had opposed a circulation tax because of the difficulty of administering it, has prepared a bill to make publishers liable for collecting it, Berkebile said. "Losing him [as a supporter] is a tremendous loss to us," he said.

The NAM group heard from Wally Snyder, senior vice president for government relations of the American Advertising Federation, about the State Legislative Alert and Action Coalition. AAF, the Association of National Advertisers and the American Association of Advertising Agencies established the coalition a year ago to fight ad taxes. ☐

Margaret Genovese

Ohio Newspaper Association's Kenneth L. Drum addresses NAM. Listening are (left to right): Christine B. Garvey, Pennsylvania Newspaper Publishers Association; Carole A. Riordan, American Press Institute; and Doug Crews, Missouri Press Association.

WE'RE LOOKING FOR AN OUTSTANDING SLOGAN-AND-SYMBOL TO PROMOTE CLASSIFIED ADVERTISING IN THIS TARGET MARKET.

Please route to
Creative
and
Classified people

AND YOUR BIG IDEA CAN BE WORTH ONE THOUSAND DOLLARS.

The Yellow Pages have their walking fingers. Prudential has its piece of the rock. Allstate has its good hands.

Now it's time for the Classifieds of the U.S. and Canada to make their mark from Hudson Bay to the Gulf of Mexico and from the Bering Straits to the Florida Keys.

With an attention-grabbing slogan and symbol that powerfully identify — at a glance — the Classified Section as THE place to look for goods and services.

A slogan and symbol that can be widely promoted — and used in hundreds of newspapers and other media — for enormous impact and recall.

A slogan and symbol that can be your brainchild.

So put on your thinkin' cap. Create up a storm. Submit your entries now. As the winner, you'll receive $1,000, industry-wide envy and recognition, and your winning idea will blossom out in the 1987 NAB Creative Newspaper.

That's worth going after!

Final deadline for entries: February 15, 1987.
Mail to: Classified Big Idea Contest
Newspaper Advertising Bureau
1180 Avenue of the Americas
New York, NY 10036

FOA Project Making Headway

After its first full year of operation, the Newspaper Advertising Bureau's Future of Advertising Committee reports specific accomplishments as well as much work still to be done.

"We think we can accomplish not a 'miracle on Madison Avenue' but measurable and significant progress," the committee's chairman, Harold W. Andersen, said in a report to the ANPA Board of Directors Dec. 5 in New York City.

The committee is "looking into corners that have not been examined before or certainly not examined in such a comprehensive way," said Andersen, chairman and chief executive officer of the Omaha World-Herald Co., and a former chairman of ANPA. But "there is no magic wand that we can wave over this business to come up with some quick, single-focused answer," he said.

As for the 10 task forces that have tackled various aspects of the newspaper business, "there are three logical outcomes," said Leo Bogart, NAB executive vice president and general manager. "Some will be winding up work completely in 1987," he told presstime. "There will be others that will say, 'We need more time,' and they will keep going. There will be others that say the areas are so important that they ought to be permanent items in some budget," such as that of NAB or ANPA.

Among the tangible accomplishments to date are several publications that have been distributed widely to newspaper executives and others.

By far the "best seller" is *Guide to Quality Newspaper Reproduction*, 40,000 copies of which have been printed in a cooperative effort with ANPA.

"How to Gain and Retain Readership," a detailed primer on strategies to make newspapers more compelling for readers, is another popular publication that sprang from the Future of Advertising project.

Several other FOA publications address the issue of standardizing some aspects of the newspaper business, a major objective of the committee:

- Completed several months ago are "Guidelines for Standardized Retail Research" and "The Standardized Advertising Invoice."
- Just released is "Standard Advertising Codes," describing a way to simplify newspapers' accounting and billing systems. These "codes" are based on the methodology used by Media Records, a private firm that measures newspaper advertising.

Also under way is an effort to standardize credit applications for newspaper advertisers [presstime, Dec. 1986, p. 57].

And expected this year are reports from other FOA task forces:

- The Task Force on Sales and Personnel Training has retained the management consulting firm of Towers, Perrin, Forster & Crosby to conduct a compensation study. This builds on University of Missouri research that found the average annual salaries for newspaper ad directors and retail ad managers to be substantially less than those of their radio and television counterparts. There will be additional reports from subcommittees on recruitment and training.
- The Task Force on Sales Structure is looking into the possibility of creating "a new sales team approach" to building newspaper advertising. "One advantage would be the appearance of a new, vigorous, talented sales force—another indication we are not willing to sit on our present linage base and present sales efforts," according to Andersen.
- The Task Force on Promotion will "prepare proposals as to how we can redirect the attention of advertising decision-makers toward newspapers," said Andersen. A campaign directed toward the general public may also be considered. ☐

AD/SAT is now a reality

AD/SAT, the service to deliver advertising facsimiles to newspapers via satellite, has concluded its "demonstration period" and has begun offering commercial service.

Company President N.S. (Buddy) Hayden said 12 newspapers and four advertising agencies participating in the demonstration have attested to the system's technical ability [presstime, Oct. 1986, p. 55].

The system also was approved by a special newspaper business liaison committee made up of Gene McDavid of the Houston Chronicle, Charles M. Kinsolving Jr. of the Newspaper Advertising Bureau, William D. Rinehart of ANPA and Robert Kirby of the advertising agency Bozell, Jacobs, Kenyon & Eckhardt.

The panel noted that ads received at 10 test newspaper plants were "satisfactory and will meet the newspaper advertiser's requirements."

There were some "minor problems," however, requiring technical modifications. And there were minor changes needed "in the electronics which are the result, primarily, of differences in the operating environment in the individual newspapers," the committee said.

Also, still to be installed at test sites is computer equipment for an AD/SAT messaging system that will operate much like electronic mail. Hayden said that part of the program should be running Jan. 19.

The facsimile system itself currently is "operating live every day" in a limited fashion in the 10 plants serving 12 newspapers. More equipment was ordered in December for the dozens of other newspapers that have contracted for AD/SAT service.

Hayden said at press time that, all told, contracts have been signed with about 75 newspapers representing 35 percent of daily U.S. circulation and 47 percent of Sunday circulation. Included were 23 of the 25 largest-circulation dailies and 41 of the top 50. Hayden said he expects AD/SAT to be operating in the top 100 U.S. markets by the end of the year. Eventually, AD/SAT hopes to serve 400-500 newspapers, he added.

While the system is intended primarily for national advertising, Hayden said it also has been used to transmit retail ads. An example is Lord & Taylor's advertising sent in December from New York City to The Washington Post.

AD/SAT offers a "tremendous time advantage," Hayden said. For example, an ad was delivered on an emergency basis from New York to the Chicago Tribune just five minutes before deadline.

Marketing for AD/SAT services is under way. Already, the company has contracted as regional sales agents Potomac Graphic Industries of New York and Ad Systems of Chicago.

The satellite-facsimile concept was initiated in the early 1980s by ANPA and NAB. The Robert Wold Co. in 1984 formed a new company to operate such a service, which it named AD/SAT. Wold last year sold the project to British press magnate Robert Maxwell. ☐

Momentum toward rate parity grows with Young & Rubicam test

Years of bickering between newspapers and national advertisers led to an effort by a New York ad agency to address the touchy subject of rate parity.

Young & Rubicam announced Dec. 10 that 23 dailies in 17 large cities had agreed to consider an 18-month test starting Jan. 1. They will curb their price differentials between national and retail advertising for package-goods advertisers who commit to a certain minimum size and frequency of newspaper ads.

Several days later, John G. Miller, the Y&R vice president who spearheaded the move, predicted that by the end of 1986, more than 100 papers would announce their intention to participate.

Over the past two decades, much of the blame for newspapers' declining share of national advertising—a paltry 6.3 percent in 1985, compared with 10.7 percent in 1960—has been fixed on the high cost of national ads in newspapers. The most recent tabulation of the American Association of Advertising Agencies found newspapers' national rates to be an average of 64.6-percent higher than their retail rates.

While a few major dailies, such as the Wichita Eagle-Beacon, have eliminated this differential for consistent national advertisers meeting certain size and frequency criteria [presstime, Nov. 1986, p. 64], this is the first time a sizable number have indicated their willingness to do so.

The response from advertisers, agencies and newspapers has been enthusiastic:

- It is "the most significant development for advertisers like General Foods in the newspaper business in a long time," said David K. Braun, the corporation's director of media and program services.
- It represents "an opportunity to be more competitive, to be more aggressive in getting national business newspapers don't now have," said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.
- "It proves that newspapers are moving forward and are willing to listen to advertisers and make some deals," said Jack P. Cohen, vice president, director of print and outdoor media buying for the agency DDB Needham Worldwide.

Package-goods advertising in U.S. dailies—primarily cents-off coupons for grocery products and health and beauty aids—is newspapers' fourth largest form of national advertising. But package-goods ads account for less than 1 percent of overall advertising expenditures in dailies.

Attracting more than just coupons from package-goods advertisers offers the possibility of significant growth in newspaper ad revenue, because this category makes up about a third of national advertising in all media, says NAB's Bogart.

Observers cautioned that it was too soon to assess the impact the experiment might have on increasing the amount of package-goods ads in newspapers or decreasing newspapers' rate differentials across the board.

"Remember, this is a test," said Miller. "We are trying to encourage these advertisers to think about newspapers, and many of them have not thought about newspapers for anything but coupons in a long time."

Braun of General Foods said newspapers must follow their words with action. "My guess is if you're not talking about virtually eliminating the differential, then you still have a significant psychological problem, if not a real financial problem," he said.

There is no uniformity among newspapers as to how they will respond to the Y&R initiative. "Each one is setting its own ground rules," said Cohen of DDB Needham. "It's a matter of one-on-one negotiation with each paper."

At the New York Daily News, package-goods ads following specified guidelines can be sold at rates that amount to up to "42 percent off the [rate] card and 6 percent higher than retail," said Anthony J. Calianese, senior vice president of advertising and marketing.

It was Calianese who started the ball rolling at Y&R last November when he approached the agency with a plan that "would extend retail rates to national package-goods advertisers" provided they "gave the Daily News volume and frequency." Y&R executives, he said, "liked the idea but needed more than one newspaper and one market," and began to approach newspapers individually.

Although it was Y&R that seized the inititiative, Calianese and other ad executives noted that adjustments to package-goods rates would not just apply to firms represented by this agency. "This is not just a Y&R rate," he said. "We are soliciting all package-goods advertisers and all agencies."

While the Daily News executive cautioned the plan is not a "quick fix," he said "pricing is the most important impediment to date as to why newspapers have not achieved their fair share [of national advertising]."

For some, implementing the plan will mean little change in rate structures. "We already have what is known as a 'national food rate,'" said Erich G. Linker Jr., vice president and advertising director of The New York Times. "We currently have a multi-faceted rate card with discounts and frequencies, keeping within our rate strategy of using category pricing." The Y&R initiative "is consistent with what we do, what we have been doing," he said.

Others point out that while the Y&R proposal has received a great deal of publicity, it is only one of a series of developments over the past year that have encouraged newspapers to appeal directly to package-goods advertisers.

"It's not just a response to the Y&R presentation," said Millard G. Owen, vice president of marketing and sales for The Boston Globe. A variety of sources have made newspapers aware that they are "no longer attractive to a package-goods advertiser who is interested in establishing a brand image," he said. "They [package-goods advertisers] need frequency."

Responding to this, the Globe this year is offering new rates for brand-name, package-goods advertisers in its food section, depending on various levels of size and frequency. —*Marcia Ruth*

Panel seeks slogan for classifieds

The phrase, "Let your fingers do the walking through the Yellow Pages," gets credit for luring many an advertiser to one of newspaper's rising competitors.

So the classified advertising subcommittee of the Future of Advertising Committee's Standardization Task Force is conducting a contest to find a competitive slogan and symbol for newspaper classifieds.

Deadline for entries is Feb. 15. They should be sent to the Newspaper Advertising Bureau, 1180 Avenue of the Americas, New York, N.Y. 10036.

How the Creative Newspaper 11 publication can help you sell advertising

BY CRAIG C. STANDEN

A key part of newspapers' strategy for regaining the initiative in national advertising and for increasing our ROP retail business has been the encouragement of better creative work in newspaper advertising through the Athena awards and the Creative Newspaper publication.

The Newspaper Advertising Bureau promotes the Athenas and Creative Newspaper through advertising and publicity in the advertising trade, and distributes thousands of copies of Creative Newspaper to large retailers, advertisers, agency account managers and creative departments. The bureau also uses a sales presentation based on Creative Newspaper in scores of sales calls on major agencies and at major meetings and conventions.

The purpose of these activities is to remind and/or convince the people who place the majority of national advertising that newspaper ads can be as dynamic and generate as much excitement as television commercials—and that newspaper advertising can be just as effective as television or magazines for building a brand's image with consumers.

This is an important, long-range job. But it's only part of the reason for the Athenas and for Creative Newspaper.

Far more important is what *you* do with Creative Newspaper in *your* market. Not only can U.S. and Canadian newspapers reach many more large-agency and major-advertiser executives than can the bureau's staff, but individual newspapers can also use their dominant position in their markets to improve the quality and effectiveness of the advertising of thousands of local retailers, large and small. And that's where the battle for ROP advertising is now being fought.

Your retail customers are being pursued aggressively by direct-mail companies and by local radio and TV competition. Creative Newspaper gives you an opportunity to work with these retailers to help improve their advertising to the point that they will prefer to stick with their successful newspaper advertising rather than take chances with other media they're less familiar with.

Craig C. Standen

Here are some of the ways newspapers have told us they use Creative Newspaper and the accompanying sales presentation.

1. With **key advertisers and agencies**, newspapers are:

- Using the multi-screen version of the sales presentation as a centerpiece for a major meeting. Several newspapers invite their top local advertisers to a lunch or dinner meeting that is built around NAB Creative Director Hank Simons (or another bureau executive) and the multi-screen presentation. This is an especially effective way to get through to top agency people who are often the most difficult to reach. All the guests, of course, should receive individual copies of Creative Newspaper.
- Using the single-screen version of the presentation for smaller meetings—both advertiser/agency groups and single-company staff presentations. For example, you might invite the creative and account staff of a local agency to your plant for a combination plant tour, lunch and presentation. To add extra spice to such a presentation, personalize it with slides of ads created locally and taken from your own pages.

2. With **individual advertisers and agencies,** newspapers are assuring that every advertiser who spends $5,000 or more has a copy of Creative Newspaper. It should be presented in person by the advertiser's newspaper representative as a way of saying, "Your business is important to this newspaper. Here's a resource you can use for ideas and inspiration when you're planning your ads." Creative Newspaper is also full of newspaper advertising success stories, which remind advertisers that the local paper is the best way to use advertising to increase sales.

3. With **their advertising sales staffs**, newspapers are:

- Featuring Creative Newspaper at staff meetings. Showing the presentation can be used to spark staff discussions of ways to use Creative Newspaper as a sales tool with individual accounts, ways to adapt outstanding ads for local advertisers and ways to focus attention on the importance of excellence in creating successful advertising for local retailers.

It makes sense for ad sales people to go through the pages of Creative Newspaper every two or three months; an ad they have forgotten may turn out to be the solution they need for a problem account. You might even want to give an award to the staff member who comes up with the best adaptation of a Creative Newspaper ad for a local advertiser.

- Using the presentation as a "creative slide bank." When you've finished showing the presentation to staff and local advertising people, individual slides can often be used by staff members for inclusion in presentations to specific accounts.

4. With **ad clubs, civic organizations and educational groups**, newspapers are using the presentation as an ideal program: It's timely, it's an interesting, entertaining half-hour with lots of humor, it presents newspapers and newspaper advertising in a positive way, and it demonstrates the value of newspaper advertising. In fact, your promotion department probably shouldn't wait to be asked but should seek this kind of audiences.

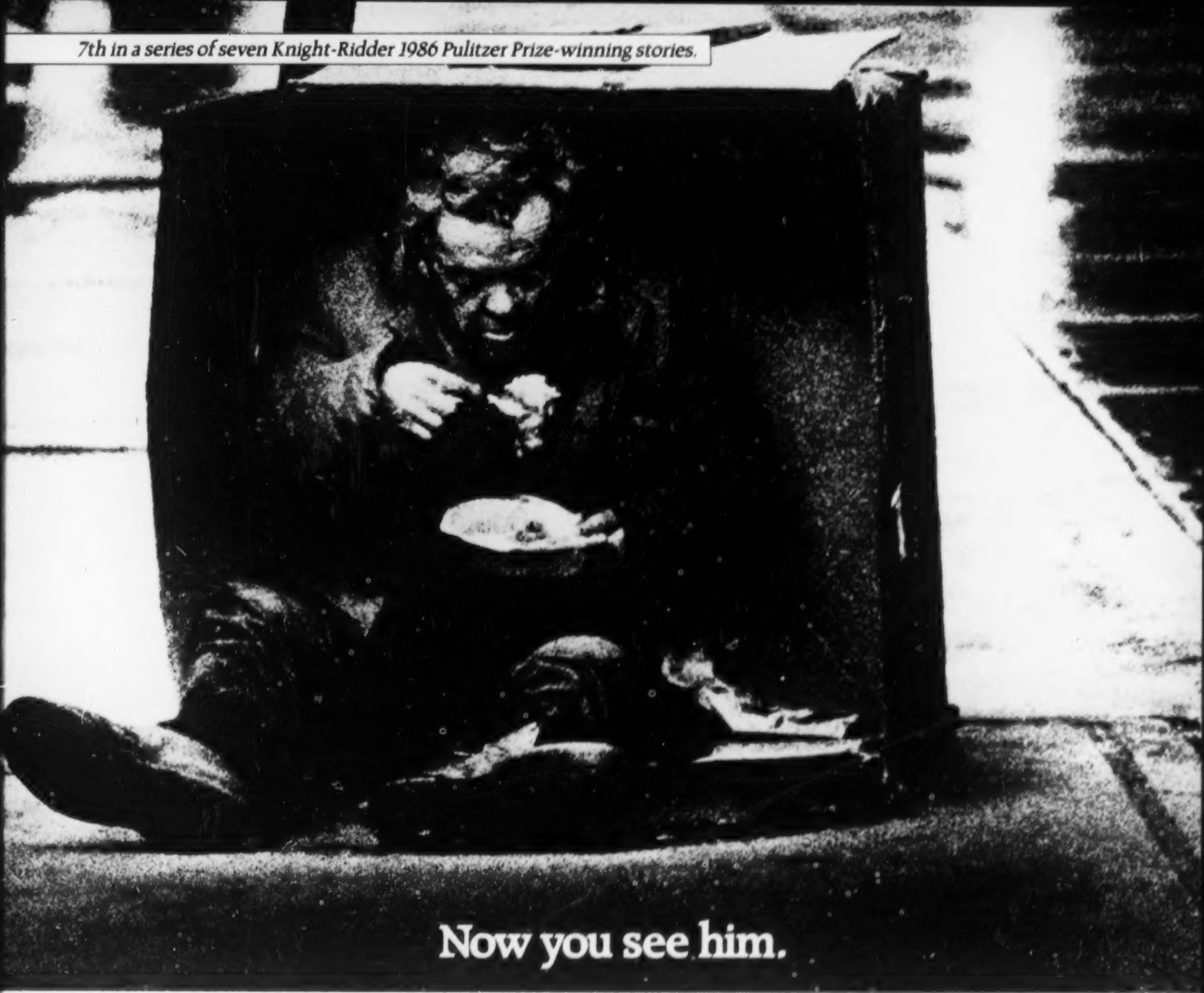
These are just some of the ways you can use Creative Newspaper 11 and the sales presentation to sell more and better newspaper advertising. If you'd like to arrange for a showing of the multi-screen version in your market, call or write Hank Simons at (212) 704-4570. If you'd like information about the single-screen version for NAB members, or about obtaining additional copies of Creative Newspaper 11, call Hal Licker, our vice president/production, at (212) 704-4571. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Research on tap

Two firms are moving ahead with syndicated research. By mid-December, 52 U.S. dailies in 22 markets had signed on with Scarborough Research Associates, and 30 in 24 markets with Simmons Market Research Bureau [presstime, Sept. 1986, p. 51]. ☐

7th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.



Now you see him.

© 1986 Knight-Ridder Inc.

Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged, Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts.

For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Survival may be at stake in NYC

Labor agreements with 10 unions covering about 8,800 employees of the New York Daily News, the New York Post and The New York Times expire March 30.

Labor specialists say the survival of the Daily News, which says it needs $30 million in labor cost concessions, is at stake. What happens during negotiations at that newspaper will determine the principal issue for the other two dailies.

But many experts emphasize that labor negotiations at New York City's newspapers no longer establish a pattern that is followed across the country. New York is unto itself, they say.

The situation in Manhattan today is similar to that of five years ago when Tribune Co. of Chicago, owner of the Daily News, put the then-1,483,333-circulation tabloid up for sale.

By the end of April 1982, however, the company had decided to keep the newspaper and to invest "a substantial amount" to restore it to financial health—contingent upon achieving cost reductions with the help of the unions. Four months later, the company and unions came to an agreement, and contracts were extended three years beyond their March 30, 1984, expiration date.

Circulation of the Daily News is now down to 1,270,926. The newspaper reportedly experienced an operating loss of $3 million for the first nine months of 1986, and it has lost some key advertisers [presstime, Nov. 1986, p. 38].

In return for the $30 million in concessions, Tribune Co. vows to invest $210 million in a new plant.

"We hope we can successfully work out an agreement to save the News and jobs for our people," said George E. McDonald, president of New York Mailers' Union No. 6 and head of the Allied Printing Trades Council, an umbrella group that represents the 10 unions. In December, Tribune auditors and an accounting firm retained by the unions were going over the Daily News' books, according to McDonald. The company soon "will be telling the 10 unions what their piece of the [$30 million] pie will be," McDonald said.

In a separate development, the mailers' union has agreed to recognize the right of the Daily News to subcontract Sunday edition inserting work in return for a $6-million payment to about 200 laid-off mailers, including 114 full-time employees who are eligible for $50,000 each.

At the Post, which reportedly has an average annual $10 million in losses, and at the financially secure Times, dates have not been set for the beginning of negotiations.

The Post, like the News, wants labor concessions. "We've got to have significant savings in our operational costs and increased flexibility in just about every area," said William A. O'Neill, executive vice president and general manager of the Post, which is owned by Rupert Murdoch's News America Publishing Inc.

A DIFFERENT CLIMATE. The labor picture in New York City has changed considerably from what it was in the 1960s. Twenty years ago, for instance, a newspaper's decision to farm out bargaining-unit work to a non-union shop would have resulted in a strike.

The unions are "not as militant" as they were, according to Joseph F. Barletta, who was executive vice president and general manager of the Daily News between 1976 and 1980.

"The biggest thing is a recognition by the unions that two of the three newspapers are losing money, which as recently as the 88-day strike in 1978 they didn't believe," said Barletta, now director of newspapers for Freedom Newspapers Inc. in Irvine, Calif.

Attention focuses on New York Daily News as Manhattan dailies prepare to negotiate.

Whatever happens in the upcoming negotiations in Manhattan, it will not be as important to the newspaper business as it was in the 1960s. "Twenty years ago," said Barletta, who is chairman of the ANPA Human Resources Committee, "what the unions could accomplish in New York City set goals for the unions throughout the country."

Another former New Yorker says there has been a big change in the nature of labor relations in the newspaper industry generally. "What New York City does is unimportant to the rest of the country," said James M. Baysinger, director of industrial relations at The Sacramento Union. "New York is almost an anomaly," said Baysinger, who was industrial relations manager at the New York Mirror when it closed in 1963.

Today, he said, the large newspaper groups "move on a much broader scale" and are the trend-setters. "I don't think New York is a benchmark anymore."

William W. Fletcher, president and general manager of the Rocky Mountain News in Denver, said the breakthroughs in the implementation of new technology "have been coming from all over the country. They did not come out of New York."

Lawrence A. Wallace, vice president/industrial relations for The Washington Post, said that when he was negotiating labor agreements in Detroit and San Jose in the 1960s, "We kept a close eye on the New York settlements" because the unions "would throw them at us."

Although labor relations specialists outside of the New York area play down the importance of the negotiations nationally, they take on a life-and-death appearance when viewed locally.

"What we are going to see this year are decisions that will chart the future of each of these three major newspapers into the 21st century," said Roy W. Anderson, ANPA vice president/human resources. "While they won't set a trend for the industry, these negotiations strike at the very heart of the New York City newspaper scene. The successful changes that have been negotiated in other cities must be negotiated there by creative bargaining on both sides." —*Clark Newsom*

ITU-CWA merger is about to take effect; union vows action on organizing front

The American Arbitration Association was expected to certify in late December the overwhelming vote by members of the International Typographical Union to merge with the Communications Workers of America. The merger becomes official 15 days after the certification.

When it does, the oldest union in the United States, the ITU, will become the Printing, Publishing and Media Workers sector of the giant CWA.

As newspapers have introduced labor-saving production technology, the ITU's active membership has decreased from more than 100,000 in the 1960s to 43,000 at the end of 1986. The CWA has 700,000 members.

The final, unoffical tally for the November referendum [**presstime**, Nov. 1986, p. 67] was 29,740 for merger and 7,265 against. The vote ended a nine-year search by ITU leaders for a merger partner.

The ITU's five top officers will relocate early this year from Colorado Springs to CWA headquarters in Washington, D.C.

The new CWA sector will be headed by ITU President Robert S. McMichen, who in a concurrent election of officers turned back the bid of Vice President Allan J. Heritage by a vote of 23,283 to 14,754. Secretary-Treasurer Thomas W. Kopeck was re-elected, along with vice presidents Billy J. Austin and William J. Boarman. A third vice president, Fred M. Leathem, also was elected. Two of the three vice president positions will be eliminated in 1990.

In addition to being president of the sector, McMichen also will become a vice president of the CWA.

About 1,700 votes were challenged in the election of officers, and they are determinative of whether Austin or Boarman is designated first vice president. The vice presidential candidate receiving the most votes is named to that slot. Austin received 21,491 votes and Boarman 21,695. The designation is important for successor reasons, in the event either McMichen or Kopeck should leave office during their three-year terms beginning Jan. 1, 1987.

ITU members also voted to continue a strike benefit fund independent of the CWA. Strike benefits will be $200 a week.

Some labor specialists believe the merger with the CWA is unlikely to affect current relationships between newspaper management and local unions. However, newspapers with unorganized departments may be targets for increased unionization efforts. McMichen and CWA President Morton Bahr said at a news conference that the combined union would be moving into areas that the ITU alone had not had the resources to organize.

"We see this merger as a way to strengthen everyone's position at the bargaining table and on the organizing front," Bahr said.

The CWA president said he hoped to work with The Newspaper Guild and the Graphic Communications International Union on joint organizing campaigns. There are no immediate plans to seek merger with either of those unions, he said.

"I don't think we'll see any more union mergers affecting the newspaper business in the next five years," said Charles D. Cole, ANPA manager/labor relations. "The Guild is interested in finding a merger partner but has had no favorable responses."

While ITU members were voting on the merger, the CWA concluded a merger with the United Telegraph Workers, which includes among its 5,800 members technicians at the Associated Press.

In another development, Teamsters President Jackie Presser canceled a "no-raiding" agreement between his union and the CWA. The Teamsters have been seeking to persuade newspaper mailer locals to disaffiliate from the ITU. Members of Phoenix Mailers' Union No. 52 recently voted 196-36 in favor of disaffiliation. Mailers in San Francisco and Minneapolis-St. Paul previously voted to disaffiliate [**presstime**, Nov. 1986, p. 67].

Although some labor specialists predict more mailers will disaffiliate, the president of one large local does not believe there will a large defection. "The majority of the mailers are satisfied with the merger and delighted to be with the CWA," said George E. McDonald, president of New York Mailers' Union No. 6.

—Clark Newsom

ITU member writes '30'

"Saying goodbye to the ITU comes hard," wrote ITU Secretary-Treasurer Thomas W. Kopeck in the final issue of the Typographical Journal. "There has never been a comparable union in the history of organized labor and in my opinion none will ever come close. In some circles we were referred to as an anachronism, a dinosaur, an organization whose time had come and gone. Perhaps this analysis is accurate and we were out of step with the times in many ways. . . ."

ITU's McMichen (left) confers with CWA's Bahr during December meeting in Washington, D.C.

Poll shows Guild members would support organizing drive

Most of The Newspaper Guild's members would be willing to pay an additional $1 a month in dues for increased organizing, according to a poll commissioned by the union.

David J. Eisen, the Guild's director of research and information, said the poll was undertaken to gather information for organizing efforts as well as to improve responsiveness to the union's 34,000 members.

More than 85 percent of those interviewed by telephone from their homes said they consider it important for the Guild to organize non-union workers in the news industry, with 57.8 percent rating it "very important."

The poll was conducted last spring by the Wilson Center for Public Research Inc. in Washington, D.C., which also analyzed the responses and prepared the report. The number of members surveyed, 1,100, was three times larger than the number many pollsters consider appropriate for a "population" the size of the Guild's membership, according to the research organization.

The report said a strong majority—ranging from 70 to 85 percent—has a high opinion of the union and the contracts under which members work. More than seven out of 10 said their jobs would be worse to much worse without the Guild.

Nearly 80 percent endorsed the Guild's being active legislatively, but the members polled were about evenly divided on whether it should support candidates for elective office.

"At a time when many unions are viewed as 'weak and ineffective' by workers they represent, Guild members consistently see their union as capable of addressing on-the-job concerns through success at the bargaining table and through the grievance procedure it has negotiated," the Wilson Center report said.

Guild President Charles A. Perlik Jr. said the union intends to put the poll's findings "to full use in shaping our programs and policies" for the short- and long-range future.

He said the poll gives the Guild its first detailed picture of the membership's composition, its demographics and occupational distribution.

One concern raised by the poll is the danger that as older members approach retirement, younger members may prove to be less enthusiastic about the union. Members who see the union as a most necessary part of their jobs are those closest to retirement age. More than one of every five members polled were 55 or older.

When asked what type of work they did, about 43 percent said either reporter, editor or photographer. The other 57 percent said they worked in various advertising, circulation and business office jobs. ☐

New survey of personnel practices to be made

The ANPA Human Resources Department will issue an updated version of its personnel information survey that was made in September 1981.

The initial survey results were the basis for a comprehensive analysis of newspaper personnel practices [presstime, Dec. 1981, p. 44].

"The data generated by the first survey have proved to be extremely valuable to our member newspapers, and we are hoping for an even better response this time," said Patricia P. Renfroe, ANPA manager/personnel relations.

As with the first survey, responses will be computerized, making it possible to provide members with specific information on personnel policies at newspapers of similar circulation size, union status or geographic region.

In conjunction with the personnel information survey, members also will receive a questionnaire on training practices at their newspapers.

Both survey forms will be mailed to ANPA-member newspapers this month. ☐

Recent contract settlement

Memphis Commercial Appeal, Guild: Three-year agreement covering editorial and commercial employees; retroactive to June 11, 1986.

(Details in January 1987 ANPA Labor & Personnel Relations Letter.)

Court rules contractor ineligible to receive jobless benefits

The Appellate Division of the New York Supreme Court has ruled that a motor-route driver for The Times Record of Troy was not an employee of the newspaper and therefore was ineligible to receive unemployment insurance benefits.

The driver, Marianne C. Martin, contracted with The Times Record to deliver bundles of newspapers to stores and newsstands along an established route.

The court noted that Martin was paid a negotiated, flat rate that could not be changed substantially without her consent. More significantly, the court said, Martin could and did hire a substitute driver and a helper without the newspaper's approval.

The ruling came on an appeal by the commissioner of labor of an Unemployment Insurance Appeal Board finding that Martin was an independent contractor. The commissioner has petitioned the Court of Appeals, the highest court in the state, for a review of the Appellate Division's decision. ☐

$3.5-million settlement at Sacramento Bee gets final approval

An eight-year labor dispute at The Sacramento Bee officially ended in December with final approval of a $3.5-million strike settlement for printers who walked off their jobs in 1978.

The 63 printers, represented by Typographical Union No. 46, were permanently replaced after they refused to cross a picket line set up by mailers. They voted last June to accept the cash settlement [presstime, July 1986, p. 58], but several paperwork delays held up final approval. The printers were required to sign individual release forms absolving the company from future legal claims.

The settlement, which was approved by U.S. District Judge Raul A. Ramirez, will be spread over three years. Individual printers will receive payments ranging from $5,000 to about $50,000, before taxes, depending on their years of service and other factors. They were not reinstated.

The printers have requested that the parent international union reconsider its demand for reimbursement of about $1 million in strike benefits. ☐

Speeches

James H. Ottaway Jr.

Jack W. Fuller

Louis D. Boccardi

David K. Braun

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

"Media Merger Madness": What Are the Effects and Where Is It Going?

James H. Ottaway Jr., president, Ottaway Newspapers Inc., Campbell Hall, N.Y. New England Newspaper Association fall convention, Vergennes, Vt., Oct. 7

Reporters, Governments and National Security

Benjamin C. Bradlee, executive editor, The Washington Post, and David R. Gergen, editor, U.S. News & World Report. Frank E. Gannett Lecture, Washington, D.C., Nov. 25

All the News That Must Be Printed

Thomas Winship, inaugural fellow, Gannett Center for Media Studies, New York City, and former editor, The Boston Globe. Columbia Journalism Review 25th anniversary dinner, New York City, Nov. 6

Consequences of Change in Investigative Reporting

Jack W. Fuller, editorial page editor, Chicago Tribune. Medill School of Journalism, Northwestern University ceremony honoring the school's Pulitzer Prize winners, Evanston, Ill., Nov. 13

The Law, Journalists and the Public

Louis D. Boccardi, president, Associated Press. Society of Professional Journalists, Sigma Delta Chi national convention, Atlanta, Nov. 13

How to Market Newspapers

Stephen H. Martin, chairman and chief executive officer, Cabell Eanes Advertising, Richmond, Va. Virginia Press Association promotion and circulation meeting, Williamsburg, Sept. 27

The Canadian Lumber Duty—Just the Beginning?

Harry J. Horracks II, director/government affairs, National Lumber and Building Material Dealers Association, Washington, D.C. ANPA Newsprint Committee meeting, Washington, D.C., Oct. 23

Dignity in Lawyer Advertising

Karen Leichtnam, legislative representative, HALT (Help Abolish Legal Tyranny). American Bar Association, Commission on Advertising, Washington, D.C., Oct. 10

From the Audit Bureau of Circulations annual meeting, New York City, Nov. 12-14:

Newspaper Dynamics in 1986

ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami

ABC: A Progress Report

ABC Chairman David K. Braun, director/media and program services, General Foods Corp.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Oct. 5-8:

ABC Current Industry Update

William C. Green Jr., publisher, Huntsville (Ala.) News and The Huntsville Times

Innovative Sales Methods

Howard Greenberg, circulation director, News and Sun-Sentinel Co., Fort Lauderdale

Inside Customer Service and Telemarketing

Philip K. Hanna, circulation director, New York Times Regional Newspaper Group

Current and Future Uses of a Circulation Information System

John Schueler, circulation director, The Miami Herald

ANPA Calendar

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
The Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and ANPA/TEC '87 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

ANPA Foundation Minority Advisory Group meeting
The Newspaper Center, Reston, Va., Feb. 3

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Palm Springs, Calif., Feb. 25

ANPA Legal Affairs Committee meeting
The Copley Press corporate offices, La Jolla, Calif., Feb. 27

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston, March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio, March 2-4

ANPA Post-Press Packaging and Distribution Symposium
Hyatt Regency O'Hare, Chicago, March 3-5

ANPA Executive Committee meeting
National Press Building, Washington, D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C., March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., March 9-13

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., March 16-20

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Newspapers explore uses for optical disks

As the use of compact optical disk technology becomes more widespread, particularly in the area of data storage and retrieval, efforts are under way to identify additional uses for the laser-etched disks at newspapers.

A group of newspaper executives will gather in Washington, D.C., for two days in February to explore the possibilities. The meeting, sponsored by the ANPA Telecommunications Committee, will focus on CD-ROM technology. CD-ROMs—compact disks with "read only" memories—have been marketed for three years [**presstime**, Feb. 1984, p. 22]. Newspapers can use them to store library material or other data for which a permanent record is desirable.

However, newspapers have many other storage requirements that do not need permanent records. Those functions would be a natural for erasable optical disks, which could come on the market later this year.

Jane Wilson, ANPA's assistant director of telecommunications, said newspaper use of optical storage disks currently is rather limited, but she added that it soon will be widespread.

"The purpose of the February meeting is to determine how the technology might best be used for newspapers internally in such areas as libraries," Wilson said. "But we also want to look at how it will affect some newspaper customers, including large retailers and Realtors," Wilson said.

Other matters to be addressed include these questions:

- In what new ways ROM-CD can be used and by whom?
- What are the capacity, searchability and costs of such systems?
- How can newspapers use optical disks to improve their operations and offer new products?
- What are the implications for newspapers' on-line or hard-copy archival material?
- Is there a market for selling optical disks of newspapers' archives?

The Telecommunications Committee has preliminary plans to issue a report to the ANPA membership on newspaper uses of CD-ROMs.

Optical disk technology works this way: A laser is used to burn or press tiny "pits" of data into the disk. Lasers also "read" the pits, converting the data into electronic signals that translate into retrievable data on a computer screen.

> *"It's an evolutionary process, and the technology is still very new," but it is leaving the R&D stage.*

The microscopic pits make it possible to store the equivalent of more than 250,000 typewritten pages on one 4.7-inch-diameter disk. The use of lasers also means materials can be retrieved very quickly.

Most often, the disks are inserted into a laser reader that is hooked up to a computer terminal—that of a mainframe system or a personal computer.

Philips and DuPont Optical Co.

Philips and DuPont Optical worker examines disk in sterile environment.

Michael J. Colello, executive vice president for engineering for Teletrak Advanced Technology Systems Inc. in New York City, said a two-sided optical disk can replace 1,100 floppy disks. In addition, material can be retrieved in seconds through the use of key words. His company produces software for a PC-based optical-disk database storage and retrieval system.

The technology is still in its infancy and is continuing to evolve, Colello noted.

Last year, several optical disk manufacturers banded together to begin establishing standards for data-based optical disks. This would enable any disk to be read on any player, a necessity if the industry is to flourish, said James H. Murphy, manager of information for Philips and DuPont Optical Co. The firm, which has headquarters in the Netherlands and U.S. offices in Wilmington, Del., makes audio disks for recordings, as well as CD-ROM and video disks.

Murphy said the publishing industry has been among the first to embrace CD-ROM. Grolier Inc., for example, has placed an entire 20-volume encyclopedia set—some 30,000 articles—on one disk. Astonishingly enough, only about 20 percent of the disk's storage capacity was needed.

"It's an evolutionary process, and the technology is still very new, though it's rapidly leaving the research and development stage," Murphy said. "Optical disks for data storage are getting a great deal of attention because the use is becoming more widespread."

His company is among many that are working to perfect an erasable disk. Philips and DuPont Optical hope to have one ready for the market by the end of this year, he reported.

An erasable disk would require a different set of lasers both for ascribing and reading the information. But it would have many more potential applications.

To cite just two in a newspaper operation, an erasable disk could be used for storage, retrieval and eventual dumping of the tremendous number of bits of information associated with full-page pagination and digitized photographs.

—Rosalind C. Truitt

After 1,800 projects, Technical Advisory Services still address specific newspaper problems

Back in 1964 when ANPA expanded its Technical Advisory Services to include in-plant studies, newspapers wanted individualized advice on the still-new technology of offset printing. They also wanted information on whether computer-driven typesetters were feasible.

These days, TAS studies address different issues—most often plant expansions and quality-control evaluations. But the idea of individualized attention to a newspaper's specific problems remains the same, according to Peter P. Romano, ANPA director/technical services.

"No two newspaper operations, even if they're the same size, are the same. You have different management philosophies, different modes of operation. So the only way you can do an honest job is to do it one on one," Romano said.

"We can be objective," he added. "The people who run newspapers know what they're doing, but they are so busy putting out a newspaper they can't see the forest for the trees some of the time. We help them do that."

About 1,800 TAS studies have been conducted for ANPA-member newspapers. Thirty were done in 1986, down slightly from 34 in 1985.

Most of the newspapers ordering TAS studies are small- to medium-size in circulation, although Romano said large metropolitan dailies also do so.

ANPA has offered technical assistance to newspapers since 1927 when what was then known as the Mechanical Department was established. However, in the past 22 years, the program has expanded and become more specialized.

Today, ANPA engineers and technicians, including people who once worked in newspaper production or in equipment manufacturing, offer in-depth analyses of a variety of subjects. They include: printing quality control, mailroom analysis, personnel utilization, plant and departmental layout, press conversions, pressroom analysis, communications, telecommunications, computer system selections, environmental services and cost effectiveness.

In some cases, newspapers send information to The Newspaper Center in Reston, Va., for analysis, but the vast majority of TAS studies involve in-plant visits, said Ed Eybers, technical services engineer. The charge for such visits and the time to prepare the written report is $250 per staff day plus transportation, lodging and meal expenses.

Most TAS studies cost $2,000 or less. And the cost often can be recouped through savings derived from implementing TAS recommendations, Eybers pointed out.

Prior to an in-plant visit, the newspaper is sent a questionnaire. If the evaluation is to be a comprehensive look at a newspaper's operations, the entire 18-page document is completed. For studies of a specific area of operation, fewer questions are answered.

Questions range from the number of employees in various departments to the make, model and year of the presses used.

The person (or persons) conducting the in-plant visit looks carefully at operations and talks to as many people at the newspaper as possible, Eybers said. Talks normally begin at the level of publisher, but supervisors, department heads and other employees are often consulted as well.

Once back at The Newspaper Center, the engineer gathers additional information from a variety of sources, such as the ANPA Technical Library, past TAS studies and other members of the Association's staff. Finally, a written, confidential report evaluating the situation and containing recommendations is submitted to the newspaper.

Newspapers interested in a TAS study should contact Romano at The Newspaper Center. ☐

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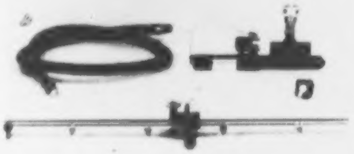

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Correction

The chart that accompanied the November Special Report on flexography incorrectly listed the start-up time for the Monterey (Calif.) Peninsula Herald's new 7-unit Goss flexographic press. It is scheduled to be operational in 1988. Presstime regrets the error. ☐

TECHNOLOGY CALENDAR

- **Computer Graphics '87** conference will be Jan. 14-16 at the Westgate Hotel in San Diego.

- **Graphics of the Americas '87,** a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.

- **A Conference on Desktop Communications,** sponsored by the Seybold Group, will be Jan. 28-31 at the Hyatt Regency San Francisco.

- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.

- The annual meeting of the **Collier-Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.

- **Composition '87 and Type-X '87,** the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York.

- **ANPA/TEC '87**, the Association's annual Technical Exposition & Conference, will be June 6-10 in Las Vegas.

Bundle verifier to be tested

A bundle verifier developed by ANPA technical researchers will be tested at The Free Lance-Star in Fredericksburg, Va., early this year.

The verifier, which is designed to give an accurate count of the number of newspapers in a bundle [presstime, Oct. 1986, p. 61], is another example of the increasing attention being focused on the mailroom by the ANPA Board of Directors and the Association's Technical Committee, said George Cashau, ANPA director/technical research.

The Virginia daily, which is independently owned, has circulation of 34,717.

Cashau said other ANPA mailroom research centers on improving storage and retrieval systems for inserts, increasing the use of robotics, and developing computer software to tie together various mailroom components. □

TECHNOLOGY NOTES

- Parent company Eastman Kodak has **combined Atex Inc. and Eikonix Corp.** to create a new unit, Electronic Pre-Press Systems.

  Atex manufactures computer terminals and word-processing systems for newspapers and magazines. Eikonix makes color-imaging equipment for newspapers. Both companies are based in Bedford, Mass., and will continue to operate as independent subsidiaries.

- The International Newspaper Conversion Group has changed its name to the **International Newspaper Group** to reflect the 11-year-old organization's shift in emphasis from newspaper press conversions to a wider interest in various press technologies and other technical matters.

- Information International Inc.'s **products now may be linked** to the Monotype Lasercomp. Newspapers will be able to use Triple-I's pagination or ad-makeup systems with that raster typesetter.

- NAPP Systems (USA) Inc. is conducting its sixth annual **"Best in the World" competition.** It is open to newspapers that use NAPP printing plates.

  Contestants must submit two identical tear sheets of black-and-white and/or process color printed between Jan. 1 and Feb. 28. Judging will consider such factors as highlight dot retention, registration and ink density. Entries will be grouped according to geographic location, circulation size, and black-and-white or process color page.

  Category winners and a "Best of the Best" will be announced June 9 during ANPA/TEC '87 in Las Vegas.

- BASF Corp. has **formed a new Printing Systems Operating Division.**

  It consolidates BASF units that make K&E and Inmont printing inks, photopolymer printing plates, and color-imaging systems for newspapers. The West German firm has U.S. offices in Bedford, Mass.

ANPA

NEWSPAPER PACKAGING AND DISTRIBUTION

SYMPOSIUM II

March 4 & 5, 1987
The Hyatt Regency
O'Hare International Airport, Chicago

This will be the second symposium sponsored by the ANPA Technical Committee focusing on current and future challenges of handling the newspaper from "Press Folder to Reader."

Newspaper publishers, production and circulation executives, operating personnel and equipment suppliers will benefit from the presentation by newspaper managers on the leading edge of today's technology.

The $375 registration fee includes admission to all sessions, continental breakfast on both meeting days, luncheon on Wednesday, March 4, and a reception on Tuesday evening, March 3.

Please call Fred Warner (703) 648-1186 for more information and a registration form.

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Now you can have both with the new Goss® Colorliner™ press. Paging and color flexibility—unmatched by any other double-width offset press—combined with optimum R.O.P. print quality. Without having to make a choice. Even in the future, when the Colorliner's modular design accommodates your changing production requirements.

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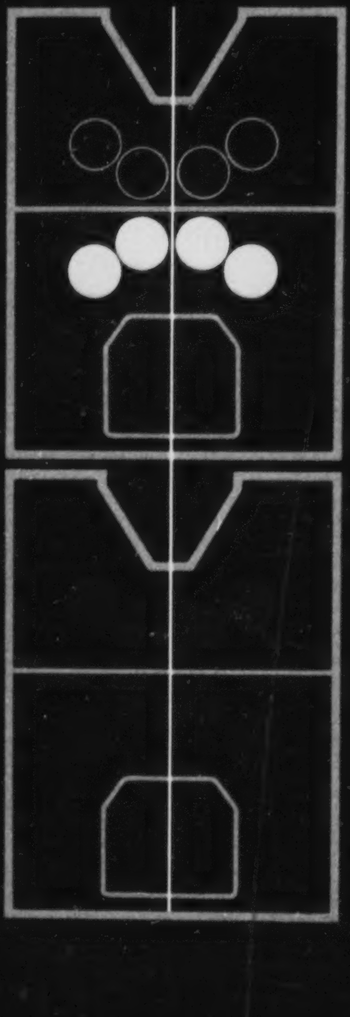
The Colorliner can be installed with 4/4, 4/2, 4/1, 3/1, 2/1 or whatever cylinder arrangement you need today. And its flexibility extends into tomorrow to meet new pagination and color requirements.



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The Production Information Control System counts papers and shuts presses down at preselected counts, generates customer-formatted reports and can collect historical data for up to a year.

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For more information, contact Goss Newspaper Products, Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, Illinois 60650. Or phone 312-656-8600.

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Economy will shape paper use

BY JON G. UDELL

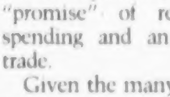
Although U.S. daily newspapers are well-positioned for the future [presstime, Nov. 1986, p. 71], history shows that the economy will be the primary determinant of newspapers' future growth. And the economic horizon of the United States is cloudy.

Among the many potential obstacles to economic expansion are the rapidly expanding federal deficit, huge portfolios of non-performing loans held by U.S. financial institutions, a dangerously high reliance on foreign capital in both the public and private sectors, and, in numerous major industries, a competitive struggle with foreign rivals that have lower costs and prices.

Fortunately, there also are rays of sunshine on the horizon. The rate of inflation has been greatly reduced, technology is advancing at an unprecedented pace, productivity is rising in numerous U.S. industries, the demographic configuration of the U.S. population is favorable to economic expansion, and there is at least a "promise" of reduced federal deficit spending and an improved balance of trade.

Given the many divergent positive and negative forces that will determine our destiny, predicting the economic future is indeed difficult. Most chief executives of Fortune 500 companies probably do not possess special talents for making any such prediction, but they are intimately involved in the course of economic events. Furthermore, their companies have both the need and the resources to carefully monitor and predict the many forces that will shape our economy's future. Therefore, I surveyed those CEOs, and 105 offered their predictions.

The differences in their views confirm that the future is indeed uncertain. Approximately one-half of the responding executives anticipated a period of severe economic stress, such as a financial crisis, between now and 1995; the other half do not foresee major problems for the U.S. economy in the years ahead.



Udell is Irwin Maier professor of business at the University of Wisconsin. This is the second of his two-part series on newspapers, newsprint consumption and the economy.

Tribune Co.

U.S. newsprint consumption could rise to 14.5 or 15 million metric tons by 1995.

Despite the differences in their views, the CEOs generally agree that there will be a rising intensity of international competition, a significant transformation in almost every major U.S. industry because of advancing technology and growing productivity, and a continued erosion of U.S. industry's share of world markets.

Most of the executives predict a reasonably healthy rate of real U.S. economic growth between now and 1995. There is a fairly strong consensus that the average real rate of expansion will be 3 percent—almost the same as the prevailing rate during 1975-85.

If a 3-percent growth rate were to be realized, U.S. newspapers would fare well in the years ahead. For example, U.S. newsprint consumption, which stood at 11.65 million metric tons in 1985, would rise to more than 15 million tons by 1995. The vast majority of this newsprint would continue to be consumed directly and indirectly [for example, in preprinted advertising inserts] by newspapers.

However, if there is a period of severe economic stress during the years ahead, such as a financial crisis or severe recession, the anticipated 3-percent economic growth rate would be difficult to attain. Given this scenario, it would be more reasonable to anticipate a 2.5-percent average annual expansion of the real gross national product. Using this more conservative economic vision of the future, I project that U.S. newsprint consumption will rise to 12.9 million tons in 1990 and 14.5 million tons in 1995.

These estimates use a 30-pound basis-weight newsprint and are projections of the demand trend. If either 1990 or 1995 is near the peak of the U.S. business cycle, actual consumption should be above projected trend value.

On the other hand, if either year is at or near the recessionary phase of the cycle, consumption is likely to be below the projected 12.9- or 14.5-million tons. Both projections also assume an adequate supply of newsprint, and that is never a certainty. Even a temporary shortage of newsprint, if of major proportion, reduces the long-term growth of U.S. newsprint consumption.

In summary, the future outlook for U.S. newspapers is favorable even though the U.S. economy may experience some difficult days in the years ahead. If difficulty does not occur, the 14.5-million-ton trend projection for 1995 will be exceeded. In fact, if newspapers and newsprint consumption were to repeat the growth rates of 1975-85, U.S. newsprint consumption would reach 16.3 million tons in 1995. However, one can strongly question whether newsprint supply would allow such a rapid expansion.

Copies of my complete study, "A Look to the Future: the U.S. Economy, Newspapers and Newsprint Consumption in 1995," are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va. ☐

Abitibi stock sold by Olympia & York

Olympia & York Developments Ltd. is selling its remaining 4.8-million shares of Abitibi-Price Inc.

Olympia & York owned 93 percent of Abitibi-Price in 1981 but sold most of its holdings to Gulf Canada Ltd. last year [presstime, Sept. 1985, p. 47]. ☐

Consumption rates rise once again; inventories drop

Newsprint consumption by all U.S. users was up 1.2 percent in October 1986 compared with the same month a year earlier. For the first 10 months of '86, users consumed 3.1-percent more newsprint than they did a year earlier.

Consumption by U.S. daily newspapers also increased by 1.2 percent in October, and for 10 months it was up 2.1 percent.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 40 days' supply at the end of October, down from 43 days at the same time in 1985. North American mill stocks were about 28-percent below the October 1985 level.

Worldwide shipments from Canadian mills increased in October by 3.5 percent from October 1985. Shipments within Canada were up 6.2 percent, while those to the United States and Europe were up 0.6 percent and 18.6 percent, respectively.

Domestic shipments from U.S. mills increased 3 percent in October while U.S. shipments overseas were up 16 percent.

Canadian mills operated at 97 percent of capacity in October—the highest rate since February 1985—and at 93.4 percent for the 10-month period. U.S. mills ran at 91 percent in October and 94.2 percent for the year.

Production in Canada was 4.9-percent higher in October 1986 than a year previously, and it was up 4.6 percent in the United States. Ten-month totals showed increases of 2.4 percent and 2.9 percent, respectively.

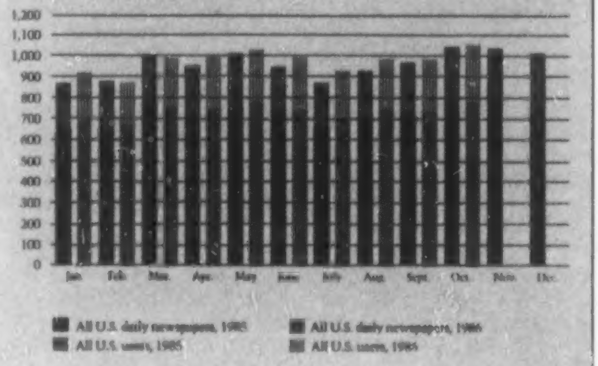
Estimated consumption of all U.S. daily newspapers[1]

Region	**September 1986(r)**	**September 1985**	**% Change**
Northeast	195,743	174,810	+12.0
North Central	157,628	156,296	+0.9
South	224,699	230,858	-2.7
West	161,411	163,479	-1.3
Circulation size			
up to 25,000	51,627	51,106	+1.0
25,001-100,000	150,339	146,957	+2.3
Over 100,000	537,515	527,380	+1.9
September totals	739,481	725,443	+1.9
Nine-month totals	6,536,040	6,391,746	+2.3
Region	**October 1986(p)**	**October 1985**	**% Change**
Northeast	209,431	189,933	+10.3
North Central	167,516	166,999	+0.3
South	239,532	246,951	-3.0
West	171,915	175,171	-1.9
Circulation size			
up to 25,000	55,810	57,365	-2.7
25,001-100,000	161,995	157,921	+2.6
Over 100,000	570,589	563,768	+1.2
October totals	788,394	779,054	+1.2
Ten-month totals	7,324,434	7,170,800	+2.1

Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
August 1986	892,786	38	6
August 1985	987,779	44	6
September 1986	904,331	37(r)	6
September 1985	961,692	41	6
October 1986	900,699	34(p)	6(p)
October 1985	935,382	38	5
Canadian mills			
October 1986	270,208	--	--
October 1985	384,196	--	--
U.S. mills			
October 1986	57,953	--	--
October 1985	73,396	--	--

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	**1985**	**% Change**
August totals	997,342(r)	948,887	+5.1(r)
September totals	998,721(r)	985,158	+1.4(r)
October totals	1,064,039(p)	1,051,253	+1.2(p)
Ten-month totals	9,824,551(p)	9,531,071	+3.1(p)

Production

	Canada	**U.S.A.**	**North America**
October 1986	808,371	425,740	1,234,111
October 1985	770,479	407,154	1,177,633
Increase	+37,892 +4.9%	+18,586 +4.6%	+56,478 +4.8%
Ten months 1986	7,724,173	4,251,024	11,975,197
Ten months 1985	7,545,246	4,129,245	11,674,491
Increase	+178,927 +2.4%	+121,779 +2.9%	+300,706 +2.6%

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
October 1986	594,391	102,320	119,045	815,756
October 1985	591,138	96,316	100,413	787,867
Ten months 1986	5,612,248	914,927	1,217,187	7,744,362
Ten months 1985	5,536,407	857,357	1,065,247	7,459,011
Increase	+75,841 +1.4%	+57,570 +6.7%	+151,940 +14.3%	+285,351 +3.8%
From U.S. mills				
October 1986	403,531	----	32,886	436,417
October 1985	391,704	----	28,315	420,019
Ten months 1986	3,971,369	----	278,197	4,249,566
Ten months 1985	3,887,257	----	227,765	4,115,022
Increase	+84,112 +2.2%	---- ----	+50,432 +22.1%	+134,544 +3.3%
From North American mills				
October 1986	997,922	102,320	151,931	1,252,173
October 1985	982,842	96,316	128,728	1,207,886
Ten months 1986	9,583,617	914,927	1,495,384	11,993,928
Ten months 1985	9,423,664	857,357	1,293,012	11,574,033
Increase	+159,953 +1.7%	+57,570 +6.7%	+202,372 +15.7%	+419,895 +3.6%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Mills with majority of capacity face contract talks in Canada

Labor contracts will expire at most eastern Canadian newsprint mills this year.

These mills account for more than 8 million metric tons of newsprint—about 80 percent of total Canadian capacity. The majority of the contracts expire April 30.

In the United States, contracts will expire this year at five mills that account for about 25 percent of U.S. capacity.

ANPA's Newsprint and Transportation Department is preparing a detailed list of mills and contract expiration dates. It will be published in a subsequent issue of **presstime**.

In recent labor developments affecting the newsprint industry:

- A three-year contract was ratified between the United Paperworkers International Union and Kimberly-Clark Corp. at the company's Coosa Pines, Ala., mill. Employees will receive a $1,000 lump-sum increase in the first year and 3-percent increases in the second and third years.
- Negotiations continue between the UPIU and three mills where contracts expired last year: Augusta (Ga.) Newsprint Co., FSC Paper Corp. in Alsip, Ill., and Champion International Corp. in Sheldon, Texas [**presstime**, Nov. 1986, p. 72].
- An interim agreement was reached between the International Woodworkers of America and the Forest Industrial Relations organization in British Columbia. This action probably will mean an end to the woodworkers' strike that cut off most of the wood supply to MacMillan Bloedel's Port Alberni pulp and newsprint/groundwood complex, causing the mill to curtail production.

Bidders seek Quebec's Donohue shares

Two companies have submitted bids to buy the 56-percent share of Donohue Inc. owned by the Quebec government through its holding company, Dofor Inc.

The bidders are Normick Perron Inc. and Dogesto Inc., a new company formed by Donohue's management and led by the company's president and chief operating officer, Edward Walsh.

Besides its stake in Donohue, Dofor is selling its 28-percent ownership in Domtar Inc. [**presstime**, Nov. 1986, p. 72].

Financial report of paper companies, first nine months of 1986

Net income (in thousands of dollars)

	1986	1985	% Change
Abitibi-Price Inc.	$ 79,000(a)	$ 70,400	+12.2
Boise Cascade Corp.	69,570	85,290(b)	-18.4
Bowater Inc.	29,514	46,807	-36.9
British Columbia Forest Products Ltd.	34,300(c)	19,600	+75.0
Champion International Corp.	136,290	125,042	+9.0
Consolidated-Bathurst Inc.	18,823(a)	72,997(b)	-74.2
Crown Forest Industries Ltd.	29,800	13,900	+114.4
Domtar Inc.	104,000(b)	79,100(b)	+31.5
Donohue Inc.	16,900	14,300	+18.2
Great Lakes Forest Products Ltd.	13,900	1,800	+672.2
Great Northern Nekoosa Corp.	48,200(b)	35,900(b)	+34.3
Kimberly-Clark Corp.	205,100	213,500	-3.9
MacMillan Bloedel Ltd.	74,200(b)	2,600	+2,754.0
Southwest Forest Industries	(7,888)	(7,321)	--
Weyerhaeuser Co.	180,611	136,538	+32.3

(a) including extraordinary loss
(b) including extraordinary gain
(c) reclassified

Newspaper deliveries could be affected by bus-industry woes

Amalgamated Transit Union workers rejected a proposed two-year contract with Greyhound Lines Inc. calling for $27 million in wage and benefit concessions. A tentative agreement on the plan had been reached in November.

Greyhound's chairman warned that the parent company would sell the bus operation if talks did not result in union concessions [**presstime**, Nov. 1986, p. 72]. Some newspapers deliver bundles to outlying communities by commercial bus line.

In other bus-service news, Trailways Lines has received permission to discontinue scheduled service in Pennsylvania April 1. California and Ohio public utility commissions denied similar Trailways bids to drop service.

Trailways also has announced plans to eliminate all service in Nebraska and Utah. Similar service-curtailment petitions are pending in other jurisdictions. Trailways already has abandoned much of its interstate service in and through various Western states.

These and other developments come at a time when the Interstate Commerce Commission reports that about 3,763 communities have lost intercity bus service since the bus industry was deregulated in 1982, and about 890 communities have gained service.

Milwaukee Road sale upheld by court

The 7th U.S. Circuit Court of Appeals in Chicago upheld decisions of the Interstate Commerce Commission and a federal judge under which assets of the bankrupt Milwaukee Road were sold to the Soo Line Railroad.

The court rejected separate pleas by rail labor, CSX Transportation Inc. (formerly Seaboard System Railroad) and investors in the Milwaukee's successor real estate company [**presstime**, April 1985, p. 43].

Longshoremen settle

International Longshoremen Association members approved three-year contracts with the ports of Philadelphia and Wilmington, Del. ILA members had rejected an earlier contract proposal [**presstime**, Dec. 1986, p. 68].

Job fairs, fellowships lead off year's minority hiring efforts

Increasing the number and status of minorities in newspaper jobs will continue to be the focus of major programs in 1987.

Three job fairs for employment in all newspaper departments will be sponsored by the Task Force on Minorities in the Newspaper Business [**presstime**, Nov. 1986, p. 76]. Responsibility for each of the fairs will be shared by another organization or newspaper.

The schedule is:

- Jan. 15-17 in Louisville, with the American Society of Newspaper Editors
- Feb. 6-7 in Los Angeles, with the California Chicano News Media Association.
- March 19-21 in Washington, D.C., with The Washington Post

The task force, made up of representatives from 31 newspaper-related organizations, cosponsored fairs in Boston and Minneapolis last year.

Meanwhile, ANPA Foundation will be continuing its minority fellowship program geared to increasing skills of minorities already working for newspapers.

The program, which will be in its seventh year, will enable 25 people to attend newspaper-business seminars. Newspaper executives and journalism school administrators may nominate minority candidates they believe have management potential. Or minority employees may initiate applications with the approval of their supervisors.

For seminars to be conducted during the first half of 1987, the deadline for applications is Jan. 20. Selections will be made by Jan. 26. Contact Nancy Osborn of ANPA Foundation at The Newspaper Center in Reston, Va.

Foundation to move

Gannett Foundation said it will move its headquarters from Rochester to Washington, D.C., within the next two years.

Gannett Co., from which the foundation is legally independent, two years ago moved from Rochester to the close-in Washington suburb of Arlington, Va.

Foundation President Eugene C. Dorsey said the organization will maintain a Rochester office after the relocation.

Five more p.m. dailies convert to a.m.

Five more newspapers have switched from evening to morning publication or announced plans to do so.

They are:

- The Santa Cruz (Calif.) Sentinel
- The Courier of Conroe, Texas
- The Gary (Ind.) Post-Tribune
- The Bismarck (N.D.) Tribune (to take effect in April)
- The New Haven (Conn.) Register (March 1).

Also since **presstime**'s last roundup of publication schedule changes [Aug. 1986, p. 60], the Evening Independent of St. Petersburg ceased publication and became a section—named City Times and Independent—of the St. Petersburg Times, an a.m. paper.

Another Florida p.m., The News-Chief of Winter Haven, added a morning edition.

In New Haven, when the Register switches to mornings, its sister publication, the morning Journal-Courier, will be abolished. The Register will not entirely desert the p.m. field, however; it will publish an evening street-sales edition.

Press associations: changes in command

The **Southern Newspaper Publishers Association**, at its annual convention Oct. 5-8 in Boca Raton, Fla., elected the following new officers:

- *President*—Cecil B. Highland Jr., Clarksburg (W.Va.) Publishing Co.
- *President-elect*—Creed C. Black, The Lexington (Ky.) Herald-Leader
- *Treasurer*—Larry D. Franklin, Harte-Hanks Communications Inc., San Antonio.

The **National Society of Newspaper Columnists**, meeting May 30-June 1 in Norfolk, elected these new officers:

- *President*—Richard Des Ruisseaux, The Louisville Times
- *Vice President*—Patricia Kite, P-K Communications, Newark, Calif.
- *Secretary*—Michael Harden, The Columbus (Ohio) Dispatch
- *Treasurer*—Bob Hill, The Courier-Journal and The Louisville Times

ABC no longer counts number of newspapers, total circulation

The Audit Bureau of Circulations has discontinued its annual statistical roundup of daily and Sunday newspapers in the United States and Canada.

According to Charles O. Bennett, ABC vice president/communications, the annual accounting of the number of newspapers and their total circulation was begun 35 years ago as a service to the industry.

"In more recent times, others have developed annual reviews based on different sources, timing and methods, and resulting in different conclusions," Bennett said. "Hopefully, our decision will help to eliminate this confusion" [**presstime**, May 1982, p. 56].

Editor & Publisher Year Book compiles statistics on dailies and their circulations, which are cited each year in ANPA's "Facts About Newspapers" booklet. Separately, ANPA annually reports on daily newspaper start-ups, suspensions and mergers [**presstime**, Feb. 1986, p. 61].

Bennett added that ABC will continue to provide annual recapitulations of the Sept. 30 circulation data for U.S. and Canadian daily and Sunday newspapers that are members of the audit bureau. "These data in the 1985 study represented 70 percent of the total number of U.S. daily newspapers and slightly over 94 percent of the total circulation, and 82 percent of the number of U.S. Sunday newspapers and slightly under 98 percent of the total (Sunday) circulation," he said.

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Cumberland (Md.) News, daily circulation 14,842, and the Cumberland Evening Times, daily circulation 15,110. Thomson also acquired The Daily Gazette, Sterling, Ill., circulation 14,083.

Newhouse Newspapers of New York City acquired The Times, Trenton, N.J., daily circulation 63,870.

Ingersoll Publications Co. of Princeton, N.J., acquired The Sheboygan (Wis.) Press, circulation 29,440.

Morgan Dickerman III and Margaret Dickerman acquired sole ownership of The Wilson (N.C.) Daily Times, circulation 17,238.

The Alliance (Neb.) Times-Herald acquired The Goodland (Kan.) Daily News, circulation 3,183.

Wilson, Sulzberger, Cowles, Schermer to be nominated

George W. Wilson, publisher of the Concord (N.H.) Monitor, will be nominated in May to serve as the Association's next chairman and president.

Also to be nominated at the 101st Annual ANPA Convention in New York City are:

- For vice chairman, Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times
- For secretary, William H. Cowles 3rd, president and publisher of The Spokesman-Review and the Spokane Chronicle
- For treasurer, Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc.

The slate of officer nominees was approved by the Board of Directors during its Dec. 4-5 meeting in New York City. It will be offered at the Convention by the Nominating Committee headed by Richard J.V. Johnson, president of the Houston Chronicle.

Under ANPA's procedures, officers serve one-year terms and follow an annual succession to the chairmanship. Current Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Inc., will remain on the Board for one year and will chair the next Nominating Committee.

George W. Wilson

Arthur Ochs Sulzberger

William H. Cowles 3rd

Lloyd G. Schermer

The Board also approved the intention of the Nominating Committee to place before the membership in May as new ANPA Directors Antonio Luis Ferré, president and publisher of El Nuevo Dia of San Juan, Puerto Rico; and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News. Ferre is a member of the Association's Circulation and Readership Committee, and Warren is a member of the Government Affairs Committee and a former member of the Technical Committee.

During the New York City meeting, the Board also adopted a 1987 Association expense budget of $13.3 million to provide continuing work and emphasis on postal matters, training, legal affairs, government relations, technology, telecommunications, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $14.1 million, with the balance over expenses going to contingency and equipment reserves. The expense figure represents an 8.5-percent increase over the 1986 budget; the revenues represent a 10.7-percent increase.

Postal matters, including both second- and third-class issues, will continue to receive priority status in 1987 with some $329,000 earmarked for such work. **Presstime** will continue monthly at about its current number of editorial pages.

The ANPA staff will increase to 160 with the addition of a chemist, a paralegal and two meetings-management specialists. □

'The Blessings of Liberty' will be Convention theme

ANPA will observe its centennial in the place where all of its Conventions were held until 1975 and where the Association had headquarters until 1972—New York City. The theme of ANPA's 101st Annual Convention May 3-6 will be "The Blessings of Liberty: The Next Hundred Years."

The theme—using words from the preamble to the U.S. Constitution—was the idea of ANPA Chairman and President Alvah H. Chapman Jr.

"It was really Alvah Chapman's idea that it would be appropriate to make this a special Convention, because of both the Constitution's 200th anniversary and ANPA moving into its second hundred years," said David Laventhol, chairman of the Convention Arrangements Committee and president of The Times Mirror Co.

ANPA was founded in 1887 at a meeting of publishers held in Rochester, N.Y.

Opening ceremonies will take place on a Sunday evening, rather than a Monday morning as has been customary, at a vantage point for viewing the century-old Statue of Liberty.

The 5 p.m. ceremonies May 3 will be held at Castle Clinton, a national monument located in Battery Park on the tip of Manhattan. President Reagan has been invited to speak, Laventhol said.

The Convention Arrangements Committee is planning to present other speakers on the subject of "where society is now and where we are going," he added.

Also in keeping with the theme, the committee is developing a multimedia slide presentation that traces, in parallel, the evolution of ANPA, the newspaper business and the U.S. Constitution, for presentation at the Keynote Breakfast Monday morning.

Another highlight of the Convention program will be a seminar on "The Constitution: Balance of Powers 1987," conducted by Columbia University Seminars on Media and Society. It is scheduled for Wednesday morning.

Historically, ANPA conventions in New York City have been held at The Waldorf-Astoria. Although the Waldorf will be the site of most of this Convention's activities, two segments of the program have been moved elsewhere for space reasons:

- The Monday Associated Press annual meeting will be at St. Bartholomew's Church, next door to the Waldorf.
- The Tuesday morning General Session and Newspaper Advertising Bureau annual meeting will be at Radio City Music Hall, a 10-minute walk from the hotel. Bus transportation will be available.

This year, two concurrent sessions are scheduled for Monday and Tuesday afternoons, instead of the traditional "topical clinics." Tentative subjects for the sessions are drug testing, the future of retailing, minorities, and "Fashions, Fancies and Finances."

Thomas C. Fichter, ANPA senior vice president, said the Convention "should break all records." The current attendance record, 2,888 registrants, was set the last time the Convention was held in New York City—in 1983. Fichter said "expert centers" again will be available to members during registration.

Convention registration information will be mailed to newspaper executives and others this month. ☐

Castle Clinton (center) will be site of opening ceremony May 3.

New members

Le Matin

Moncton, New Brunswick (circulation 15,000). Charles D'Amour, publisher. ☐

The Miami Times

Miami, Fla. (circulation 28,750). Garth C. Reeves, publisher.

The Cameron Herald

Cameron, Texas (circulation 3,672). Frank M. Luecke, publisher.

THE GREENWOOD Commonwealth

Greenwood, Miss. (circulation 8,925). John O. Emmerich, publisher.

ANPA wellness guide mailed to membership

A guide for implementing a wellness/health program was mailed to ANPA-member newspapers in December.

The booklet, prepared by the Environmental Task Force of the ANPA Technical Committee, includes a bibliography and a wellness-program cost analysis based on circulation size and number of employees [**presstime**, Sept. 1986, p. 60].

Additional copies of the 12-page booklet, "Wellness: A Guide to a Healthy Newspaper Family," are available to ANPA members for $10 each, and to non-members for $15. Contact Ellen F. Walaski, industrial hygienist, at The Newspaper Center in Reston, Va.

Guides examine technique of research

Information gathering is the subject of two new books: *Uncovering the News: A Journalist's Search for Information* by Lauren Kessler and Duncan McDonald, and *Search Strategies in Mass Communications* by Jean Ward and Kathleen A. Hansen.

Both books address ways researchers can master the mounting and increasingly complex mass of information. Kessler and McDonald, associate professors at the School of Journalism, University of Oregon, take a how-to approach. Ward and Hansen, associate professor and assistant professor, respectively, at the School of Journalism and Mass Communication, University of Minnesota, developed a model upon which they base their information-gathering techniques.

By explaining such informal sources as citizen networks and such formal sources as trade associations, authors of both books suggest ways to find and gather information quickly and efficiently.

Uncovering the News, a 244-page, soft-cover book, is available for $16.25 from Wadsworth Publishing Co., 7625 Empire Drive, Florence, Ky. 41042. *Search Strategies in Mass Communication*, at 276 pages, costs $15.95 (soft-cover) or $34.95 (hard-cover) from Longman Inc., Longman Building, 95 Church St., White Plains, N.Y. 10601.

Third World news has hometown impact

Many U.S. newspapers fail to give Third World events adequate coverage because, among other reasons, it is local news that sells papers, says John Maxwell Hamilton, visiting professor at the Medill School of Journalism, Northwestern University.

But as the interdependence between America and developing countries increases, readers should care about and better understand what is happening in these nations and how it affects them, says Hamilton, a one-time foreign correspondent. He suggests that newspapers tie Third World news to "Main Street" in a way that touches readers personally.

Hamilton's 188-page, soft-cover book, *Main Street America and the Third World*, was part of a Sigma Delta Chi Foundation project. It is available for $9.95 from Seven Locks Press, P.O. Box 27, Cabin John, Md. 20818. ☐

over-set

'Good morning' edict leads to bad day for Florida judge

A Florida judge who had a reporter hauled off to his chambers and reprimanded for not returning his "good morning" greeting in the hall of the county courthouse has been recommended for a reprimand himself.

Circuit Court Judge E.L. Eastmore Sept. 4 had a bailiff escort Palatka Daily News court reporter Butch Prevatt to his chambers, where he chastised him. Prevatt, who says he was preoccupied with thoughts of a research project when the judge addressed him, subsequently accused Eastmore of illegal detention.

State Attorney Stephen L. Boyles investigated the incident but said prosecution of Eastmore, who has been on the bench for 13 years, was "unwarranted."

However, the Florida Judicial Qualifications Commission Dec. 12 recommended to the state's Supreme Court that Eastmore be reprimanded for violating the Code of Judicial Conduct. It said the use of a bailiff to escort the reporter to chambers was an "overbearing and dictatorial act" on Eastmore's part and a "highly improper" use of his judicial power.

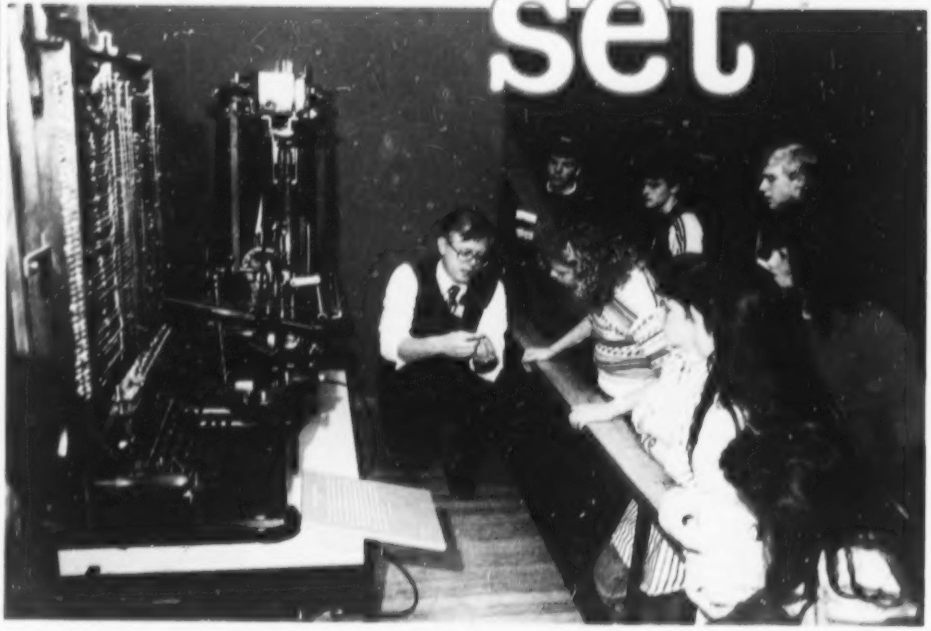
Newspaper numbers

5—number of VHF TV stations cross-owned with local newspapers in the top 10 markets.

7—percentage of U.S. daily newspaper publishers and general managers who are women.

372—average number of dollars paid weekly to beginning reporters working under contracts with The Newspaper Guild as of Oct. 1, 1986.

29—number of elements contained on the newly approved Standard Advertising Invoice.



© David Rambo

Hot tip: Etoain Shrdlu is alive and well at the Smithsonian

Old newspaper hands who hanker to hear the clatter of a Linotype machine can do so at the Smithsonian Institution in Washington, D.C.

The National Museum of American History houses the only existing example of Ottmar Mergenthaler's original production-line Linotype, the "Blower" model. In working order, and run on request by Museum Specialist R. Stanley Nelson (above, showing a piece of type to a group of schoolchildren), it is on display in the museum's Hall of Printing and Graphic Arts.

Because of the difficulties of sustaining a hot-metal operation in a museum setting, however, the demonstration does not include the actual casting of a line of type.

Late last year, to mark the 1986 centennials of the Linotype and the museum's Graphic Arts Division, the Linotype Group—a division of Allied-Signal Inc.—presented the deed to three historic typesetting machines to the museum.

All three were precursors of the Linotype. The machines had been on loan to the Smithsonian since 1917.

Newspapers can warm readers on a chilly night

Start saving your old newspapers. You're going to need a lot of them if you buy Albert I. Zulkowitz's new invention that makes birch-like fireplace logs out of newsprint. Each log requires the equivalent of about two Sunday editions of The New York Times, he says.

Asked how long it takes to make a log, the 63-year-old Zulkowitz says, "It depends on how old you are. I could make a minimum of 40 logs an hour."

Zulkowitz has been issued a patent for his Eco-Fuel System. Most gadgets for making newspaper logs require that the paper be soaked and dried before burning. Zulkowitz says his is the only dry process that allows the logs to be burned as soon as they are made.

The rolled newspapers are put into an Eco-Logger that produces a log about 4 inches in diameter that burns 40 minutes or more. The logs are bound with a fine paper-covered wire and wrapped in a sheet of fresh newsprint with a birch-bark design. "You can't tell it from a birch log," he says.

The logs produce little residue, so at the end of the fireplace season the user cleans out wire and only a small amount of ashes. The secret of his invention, he says, is to allow enough air to penetrate the log. "We could get rid of tons of newspapers that go into landfills," he says. "You've got to start saving papers all year around."

The retired educator, who lives in Woodmere, Long Island, N.Y., plans to begin marketing his invention nationwide the end of February. Zulkowitz says the cost probably will be about $20.

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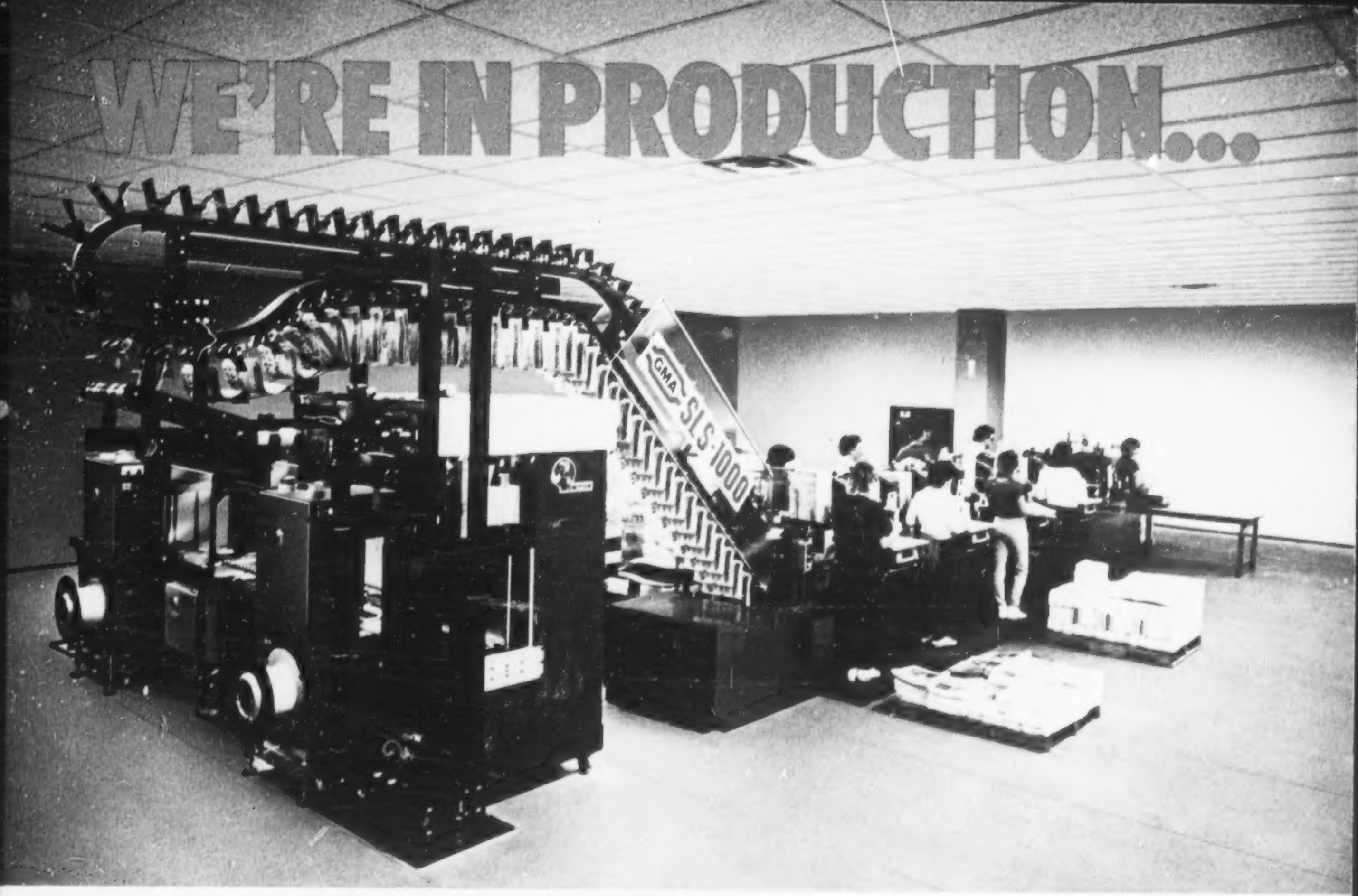

Graphic Management's new high-speed SLS-1000 is in production and dramatically improving inserting speeds. In fact, this eight into one system was recently expanded to a **fourteen** into one to satisfy the inserting requirements of the New York Daily News while running three shifts a day at speeds up to 25,000 cph. That's productivity..!

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Quality and commitment: The best in writing.

"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty